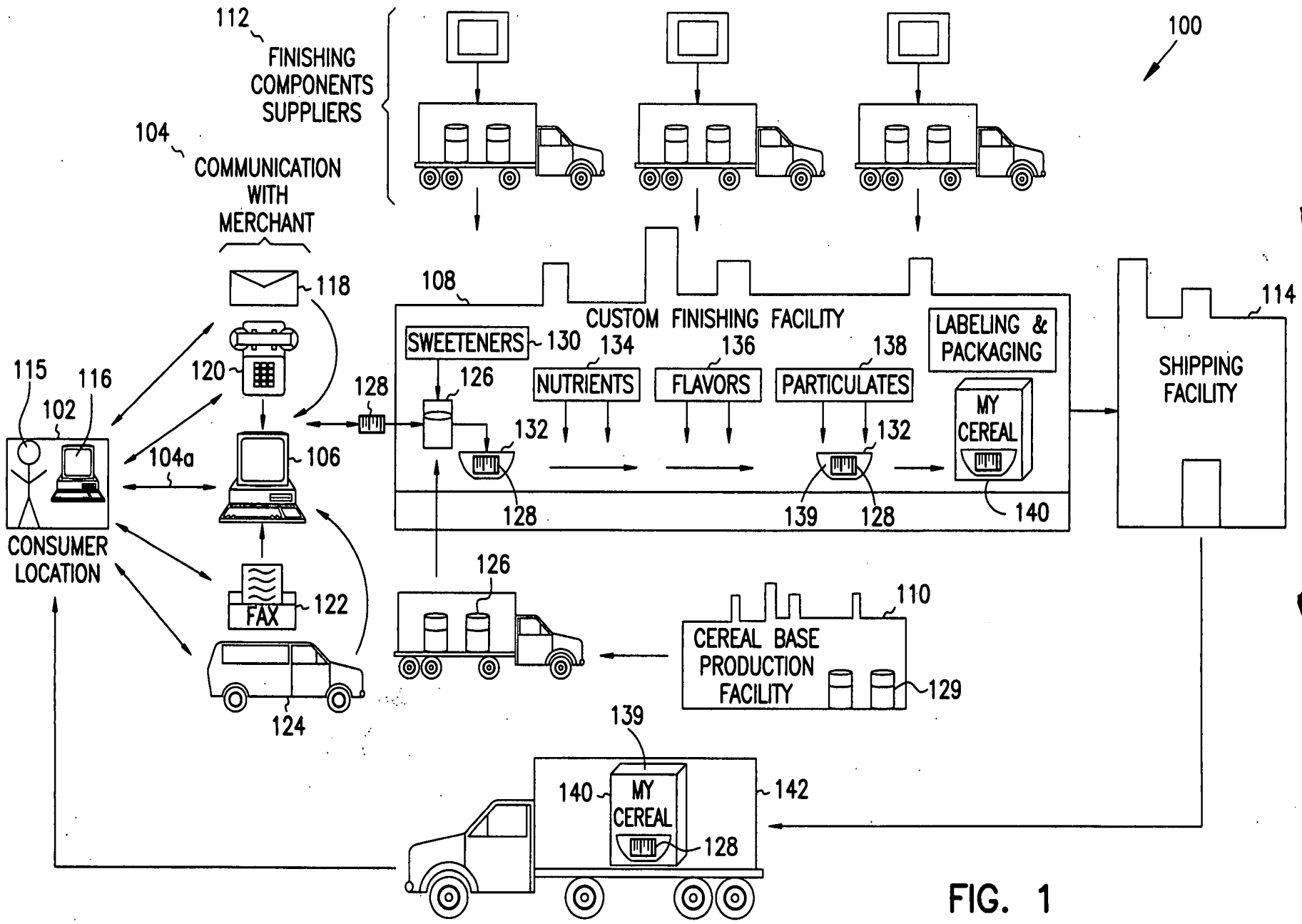


FIG. 1

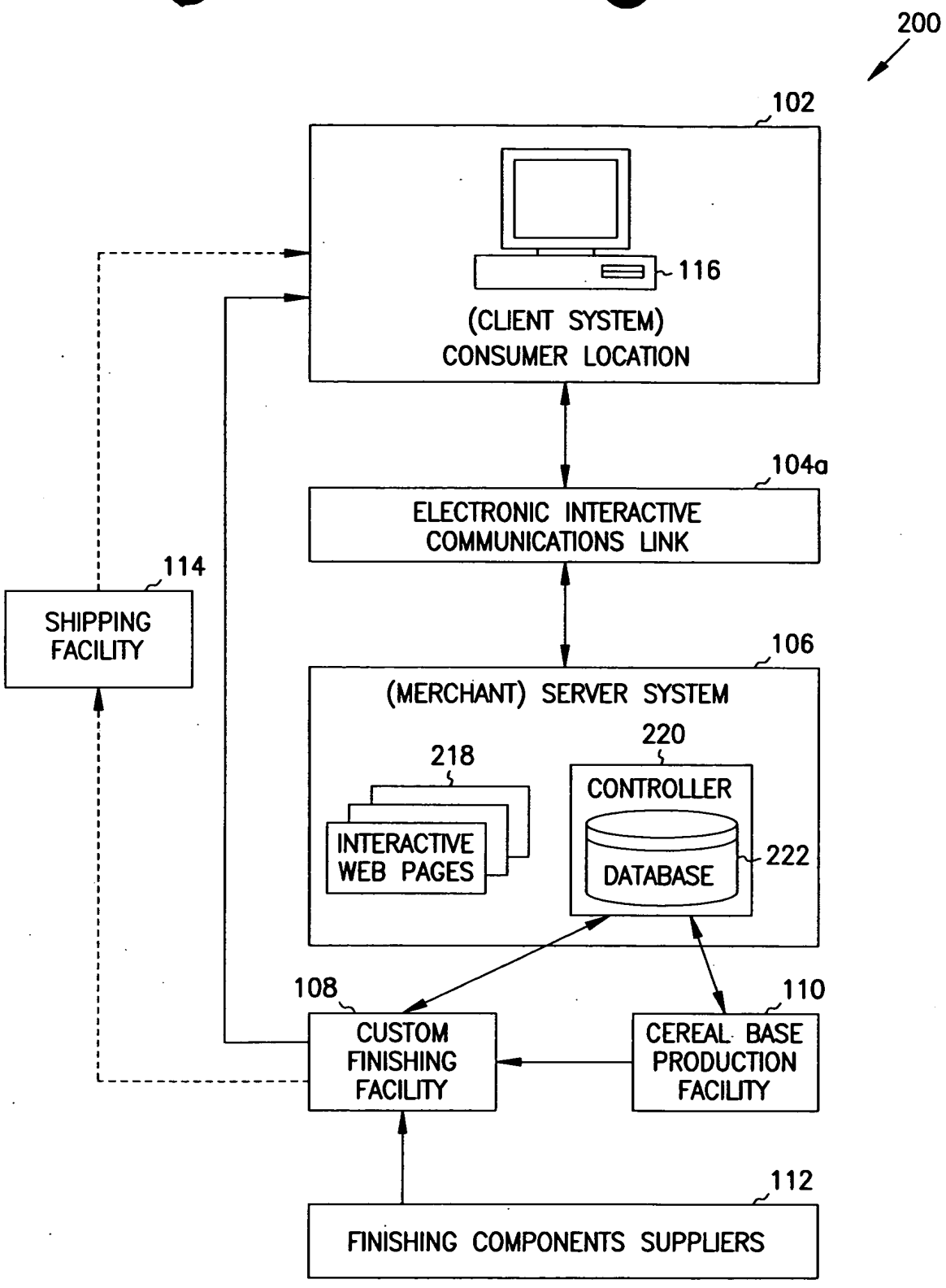

200
102
116
(CLIENT SYSTEM)
CONSUMER LOCATION
104a
ELECTRONIC INTERACTIVE
COMMUNICATIONS LINK
114
SHIPPING
FACILITY
106
(MERCHANT) SERVER SYSTEM
218
INTERACTIVE
WEB PAGES
220
CONTROLLER
222
DATABASE
108
CUSTOM
FINISHING
FACILITY
110
CEREAL BASE
PRODUCTION
FACILITY
112
FINISHING COMPONENTS SUPPLIERS

FIG. 2A

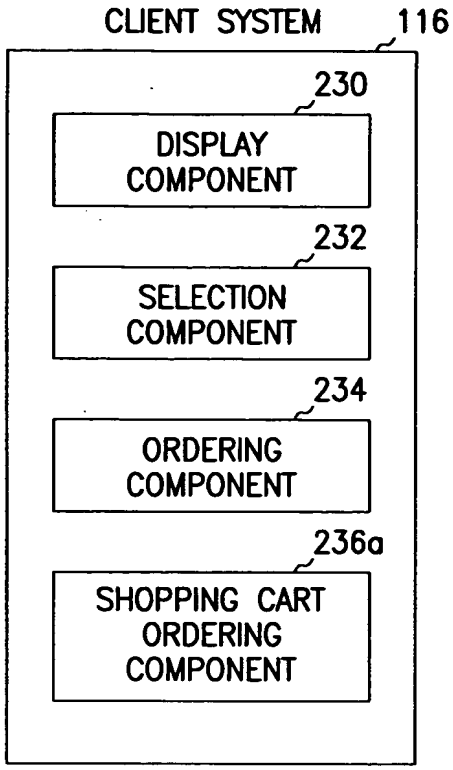

CLIENT SYSTEM
116
230
DISPLAY COMPONENT
232
SELECTION COMPONENT
234
ORDERING COMPONENT
236a
SHOPPING CART ORDERING COMPONENT

FIG. 2B

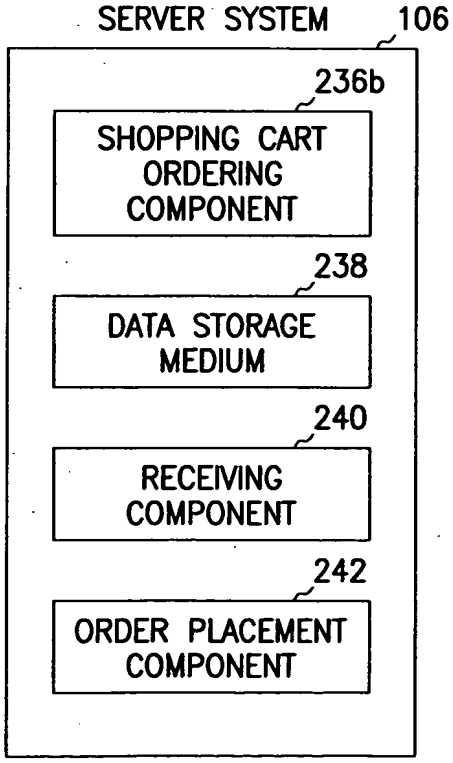

SERVER SYSTEM
106
236b
SHOPPING CART ORDERING COMPONENT
238
DATA STORAGE MEDIUM
240
RECEIVING COMPONENT
242
ORDER PLACEMENT COMPONENT

FIG. 2C

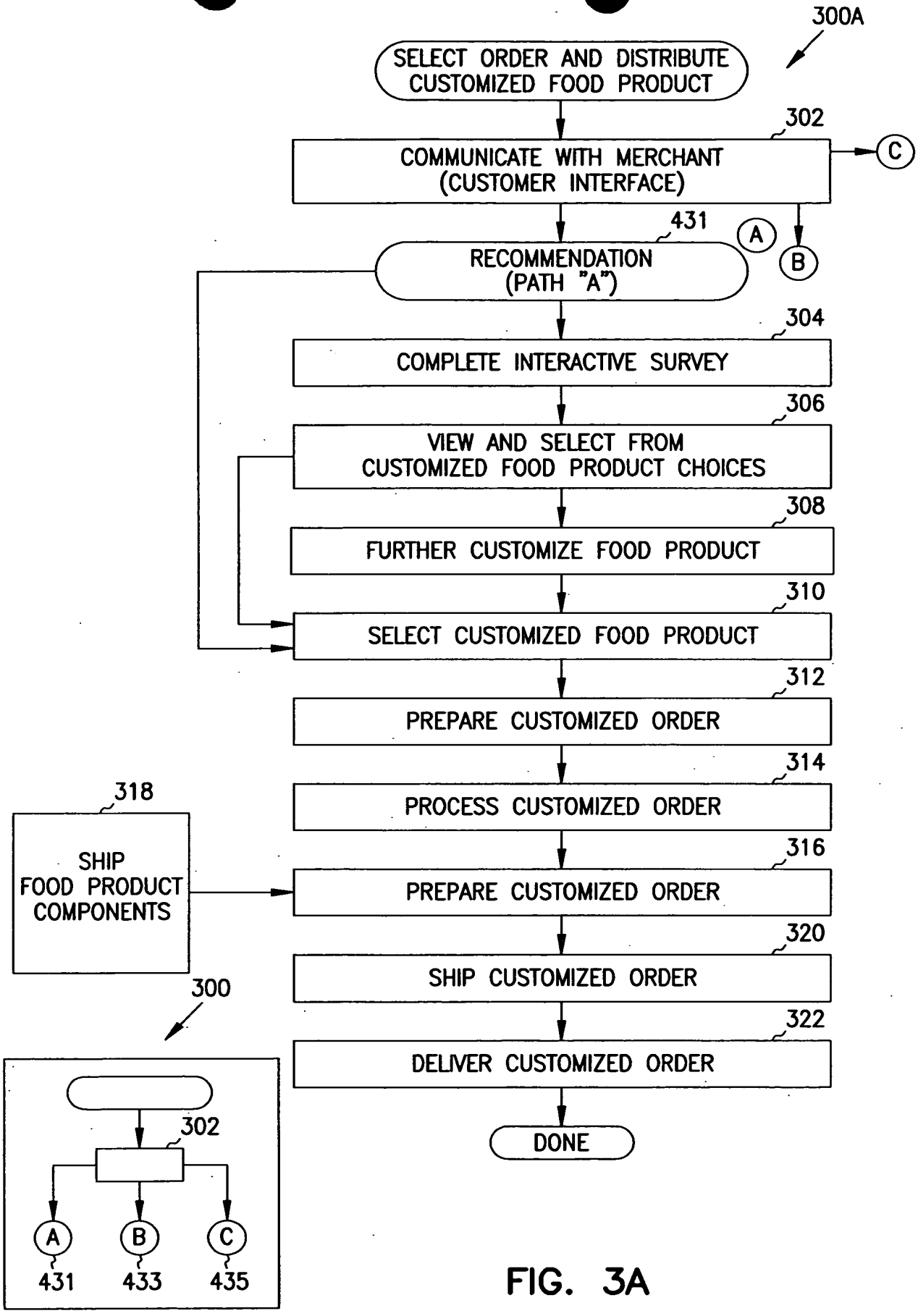

300A
SELECT ORDER AND DISTRIBUTE CUSTOMIZED FOOD PRODUCT
302
COMMUNICATE WITH MERCHANT (CUSTOMER INTERFACE)
C
431
A
B
RECOMMENDATION (PATH "A")
304
COMPLETE INTERACTIVE SURVEY
306
VIEW AND SELECT FROM CUSTOMIZED FOOD PRODUCT CHOICES
308
FURTHER CUSTOMIZE FOOD PRODUCT
310
SELECT CUSTOMIZED FOOD PRODUCT
312
PREPARE CUSTOMIZED ORDER
314
PROCESS CUSTOMIZED ORDER
316
PREPARE CUSTOMIZED ORDER
320
SHIP CUSTOMIZED ORDER
322
DELIVER CUSTOMIZED ORDER
DONE
318
SHIP FOOD PRODUCT COMPONENTS
300
302
A
B
C
431
433
435

FIG. 3A

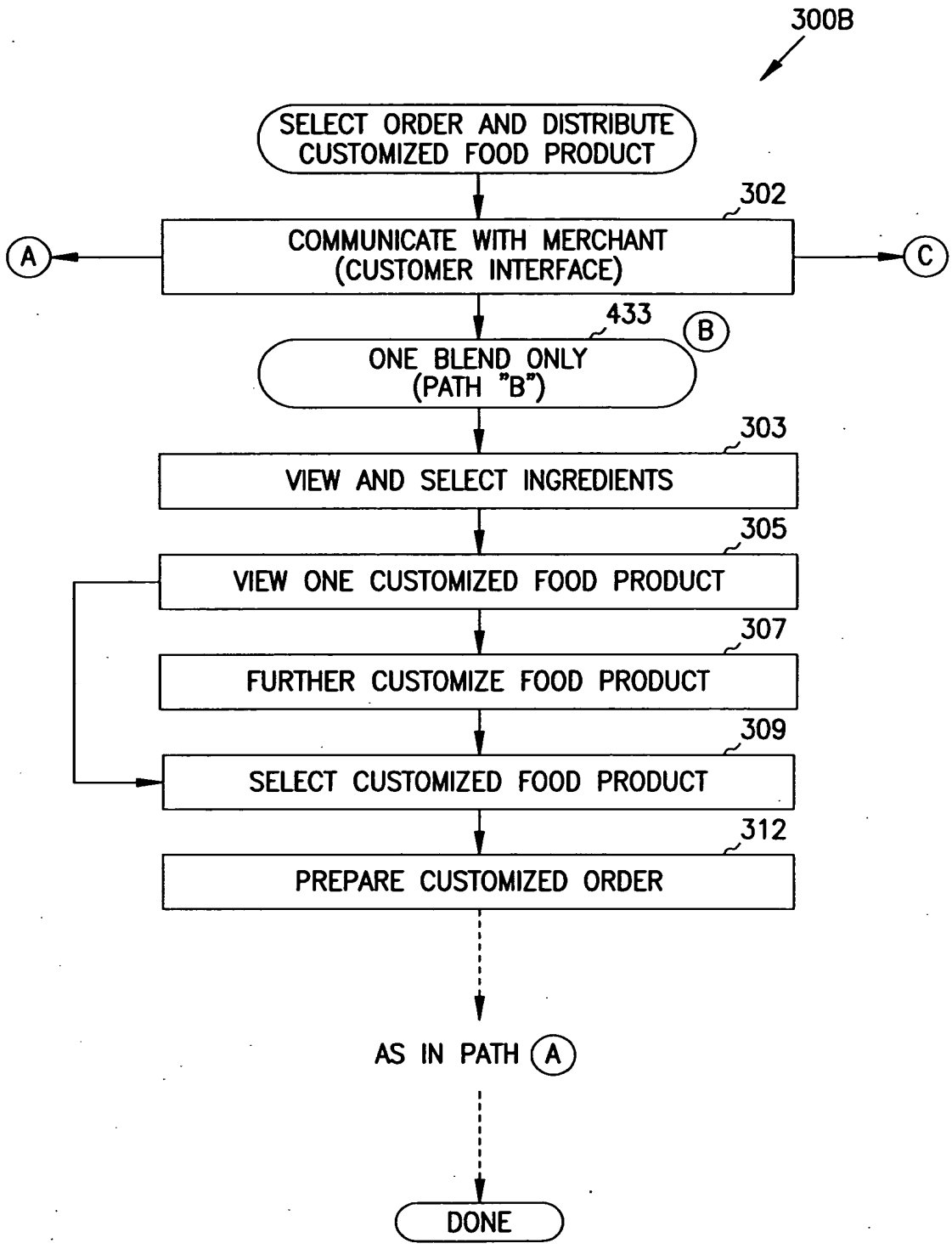

300B
SELECT ORDER AND DISTRIBUTE CUSTOMIZED FOOD PRODUCT
302
COMMUNICATE WITH MERCHANT (CUSTOMER INTERFACE)
A
C
433
B
ONE BLEND ONLY (PATH "B")
303
VIEW AND SELECT INGREDIENTS
305
VIEW ONE CUSTOMIZED FOOD PRODUCT
307
FURTHER CUSTOMIZE FOOD PRODUCT
309
SELECT CUSTOMIZED FOOD PRODUCT
312
PREPARE CUSTOMIZED ORDER
AS IN PATH A
DONE

FIG. 3B

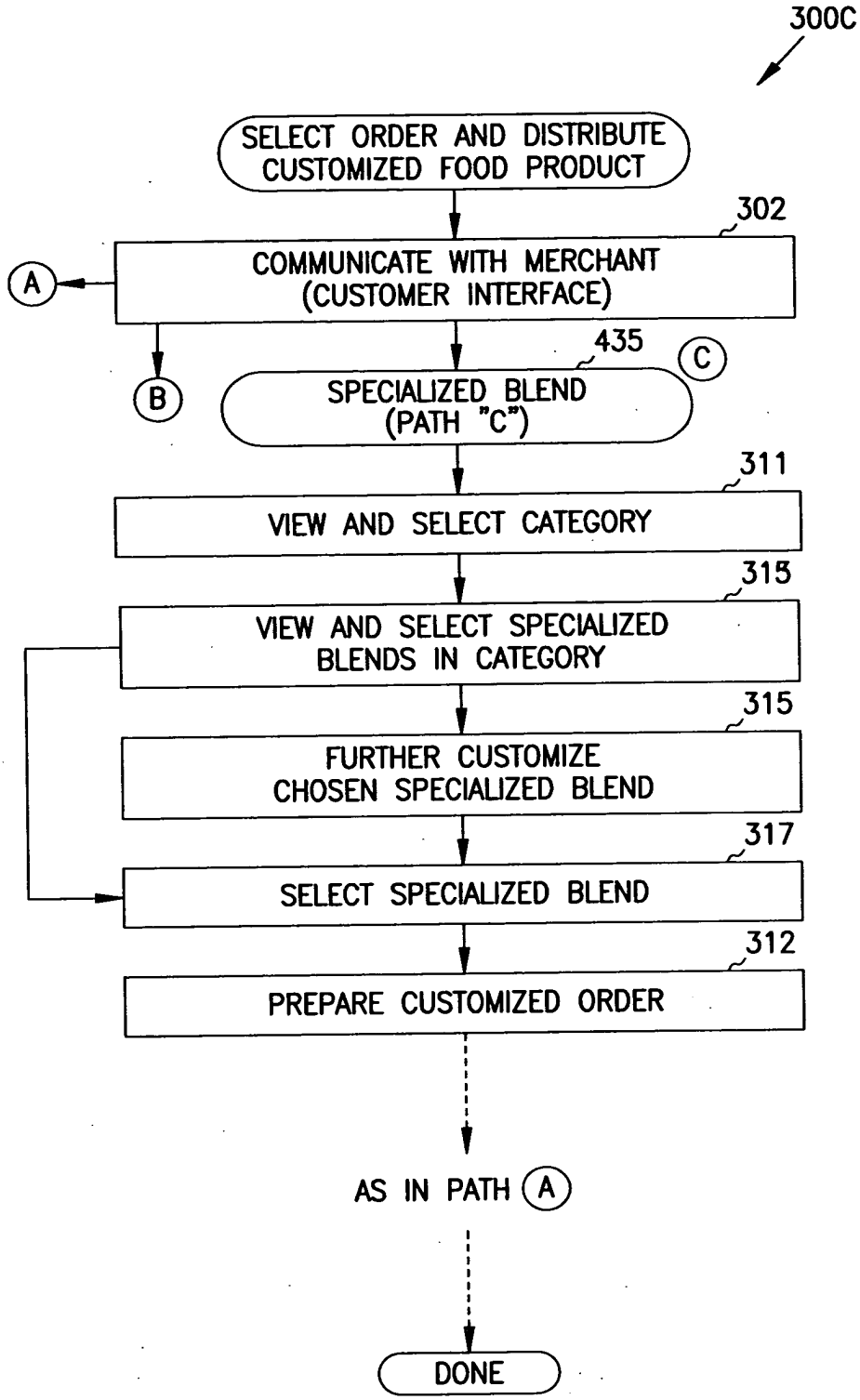

300C
SELECT ORDER AND DISTRIBUTE CUSTOMIZED FOOD PRODUCT
302
COMMUNICATE WITH MERCHANT (CUSTOMER INTERFACE)
A
B
435
C
SPECIALIZED BLEND (PATH "C")
311
VIEW AND SELECT CATEGORY
315
VIEW AND SELECT SPECIALIZED BLENDS IN CATEGORY
315
FURTHER CUSTOMIZE CHOSEN SPECIALIZED BLEND
317
SELECT SPECIALIZED BLEND
312
PREPARE CUSTOMIZED ORDER
AS IN PATH A
DONE

FIG. 3C

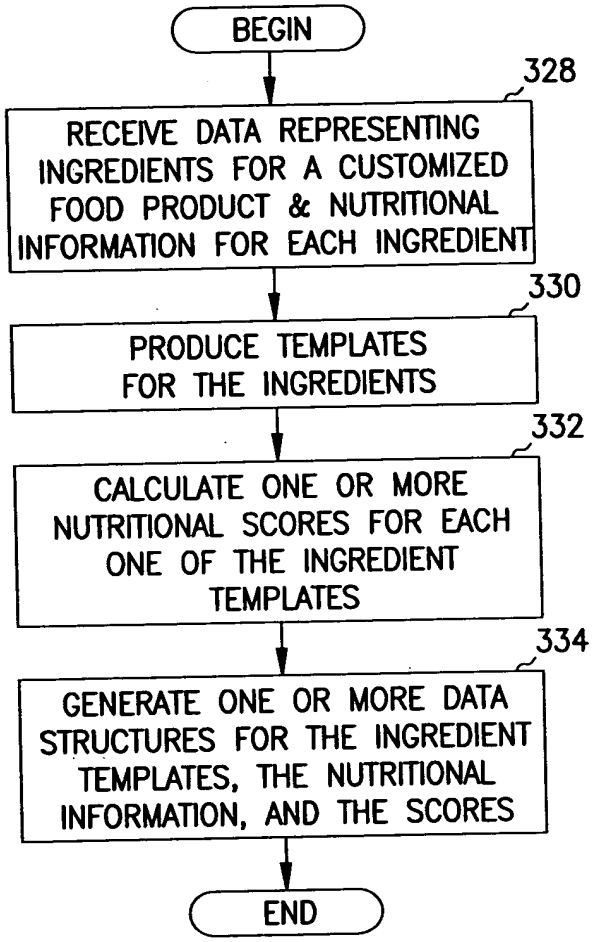

BEGIN
328
RECEIVE DATA REPRESENTING INGREDIENTS FOR A CUSTOMIZED FOOD PRODUCT & NUTRITIONAL INFORMATION FOR EACH INGREDIENT
330
PRODUCE TEMPLATES FOR THE INGREDIENTS
332
CALCULATE ONE OR MORE NUTRITIONAL SCORES FOR EACH ONE OF THE INGREDIENT TEMPLATES
334
GENERATE ONE OR MORE DATA STRUCTURES FOR THE INGREDIENT TEMPLATES, THE NUTRITIONAL INFORMATION, AND THE SCORES
END

FIG. 3D

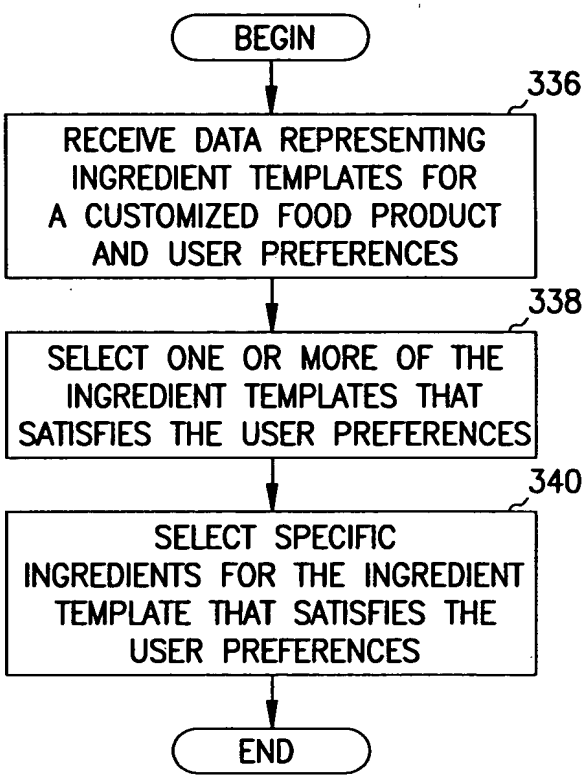


FIG. 3E

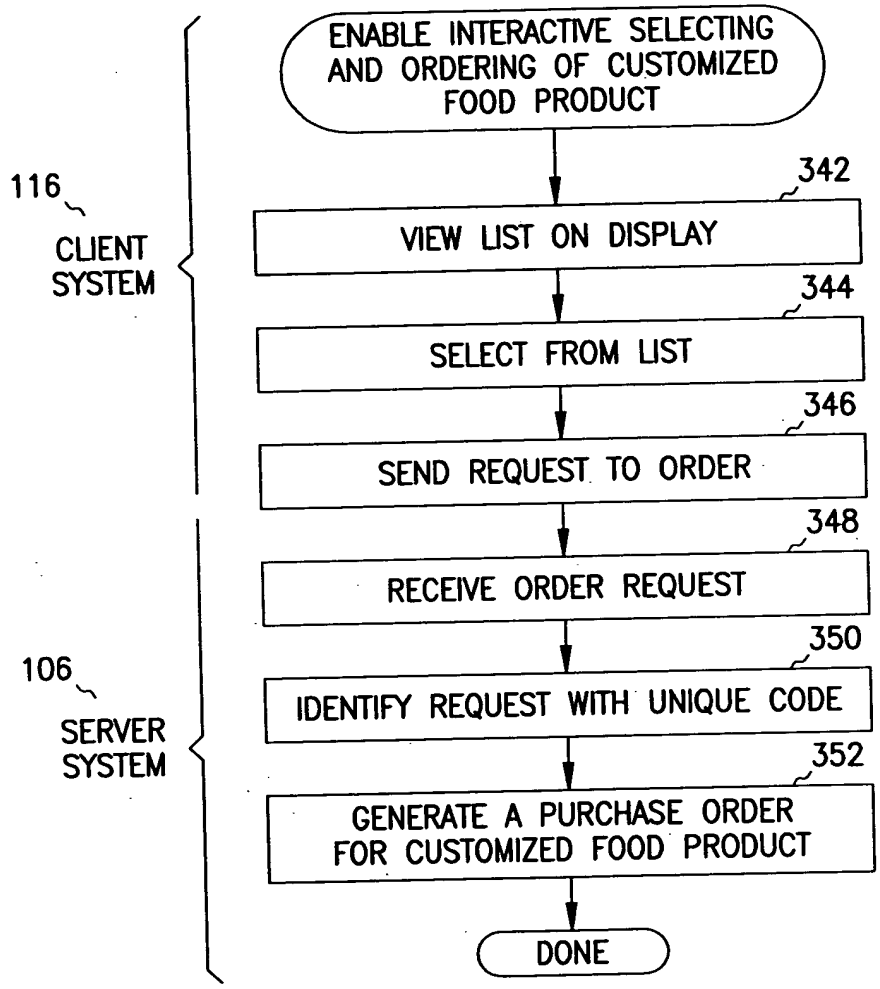

ENABLE INTERACTIVE SELECTING AND ORDERING OF CUSTOMIZED FOOD PRODUCT
116
CLIENT SYSTEM
342
VIEW LIST ON DISPLAY
344
SELECT FROM LIST
346
SEND REQUEST TO ORDER
348
RECEIVE ORDER REQUEST
106
SERVER SYSTEM
350
IDENTIFY REQUEST WITH UNIQUE CODE
352
GENERATE A PURCHASE ORDER FOR CUSTOMIZED FOOD PRODUCT
DONE

FIG. 3F

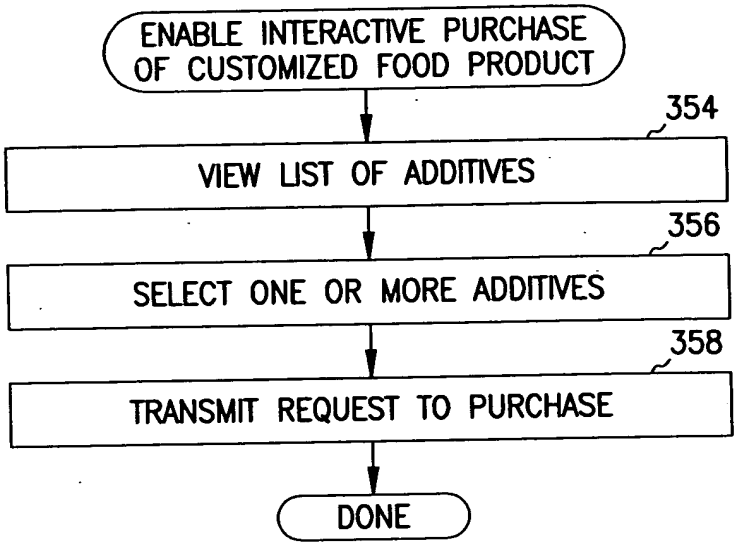


FIG. 3G

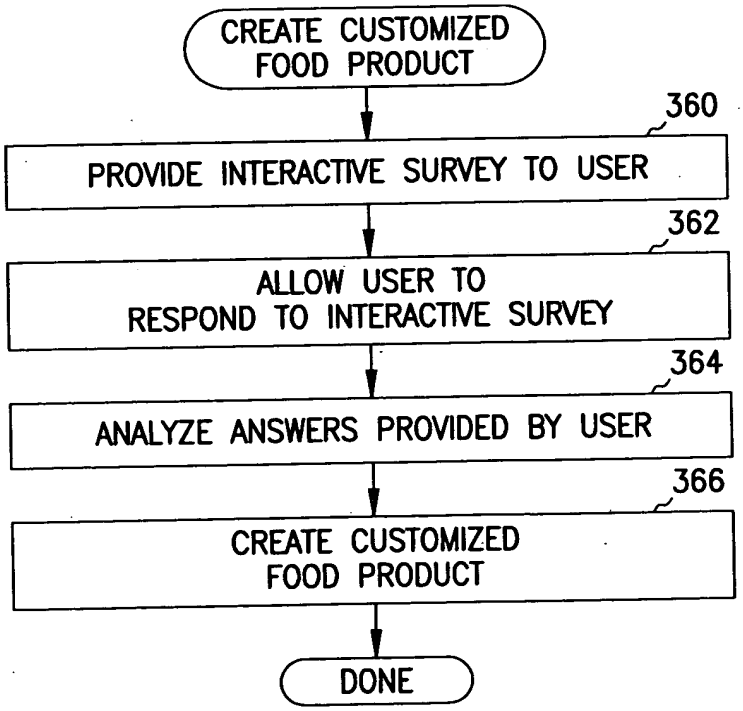


FIG. 3H

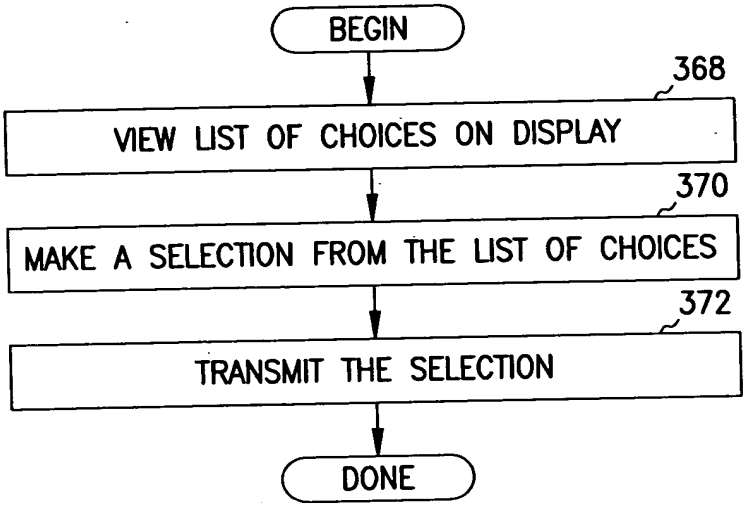


FIG. 3I

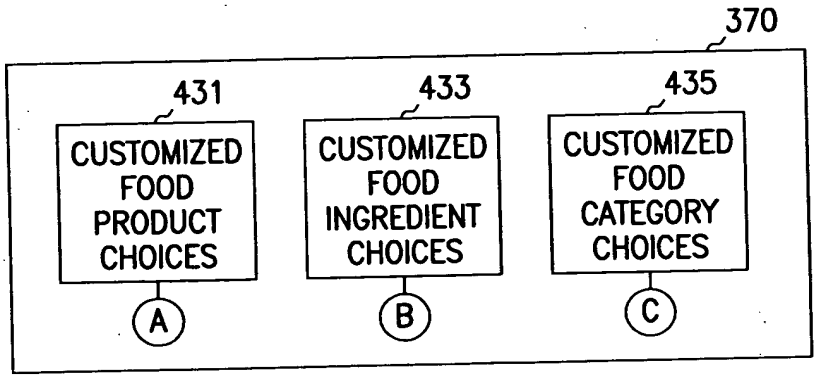


FIG. 3J

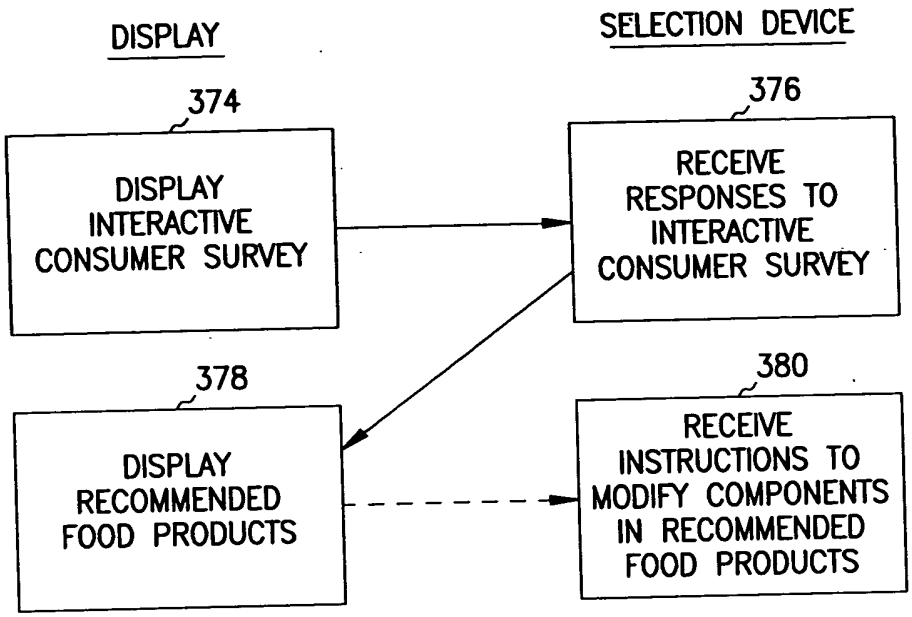

DISPLAY
SELECTION DEVICE
374
DISPLAY INTERACTIVE CONSUMER SURVEY
376
RECEIVE RESPONSES TO INTERACTIVE CONSUMER SURVEY
378
DISPLAY RECOMMENDED FOOD PRODUCTS
380
RECEIVE INSTRUCTIONS TO MODIFY COMPONENTS IN RECOMMENDED FOOD PRODUCTS

FIG. 3K

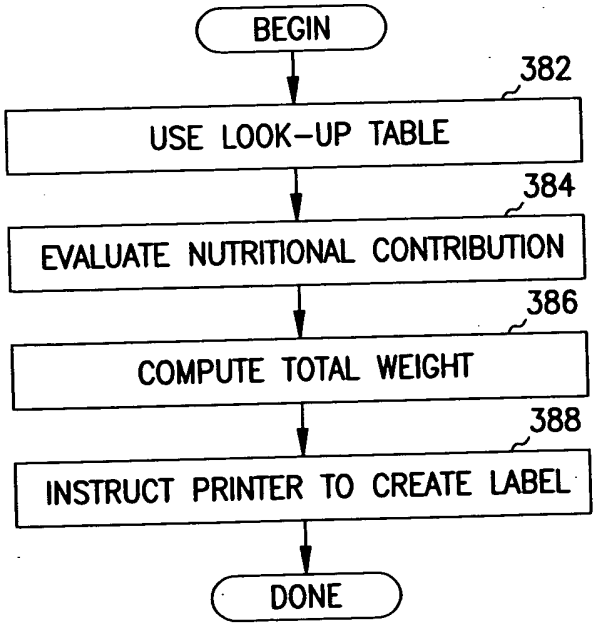
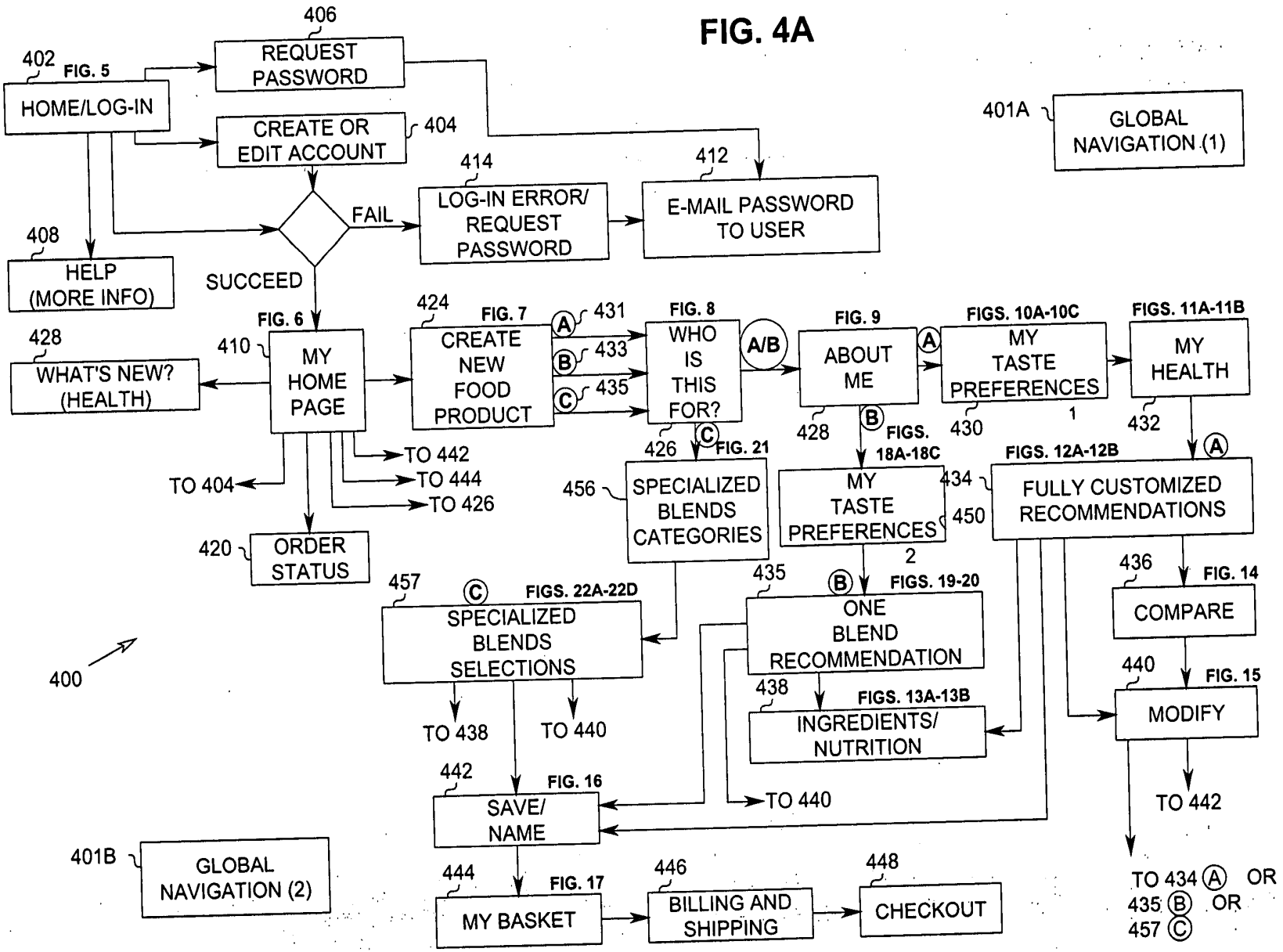

BEGIN
382
USE LOOK-UP TABLE
384
EVALUATE NUTRITIONAL CONTRIBUTION
386
COMPUTE TOTAL WEIGHT
388
INSTRUCT PRINTER TO CREATE LABEL
DONE

FIG. 3L

FIG. 4A



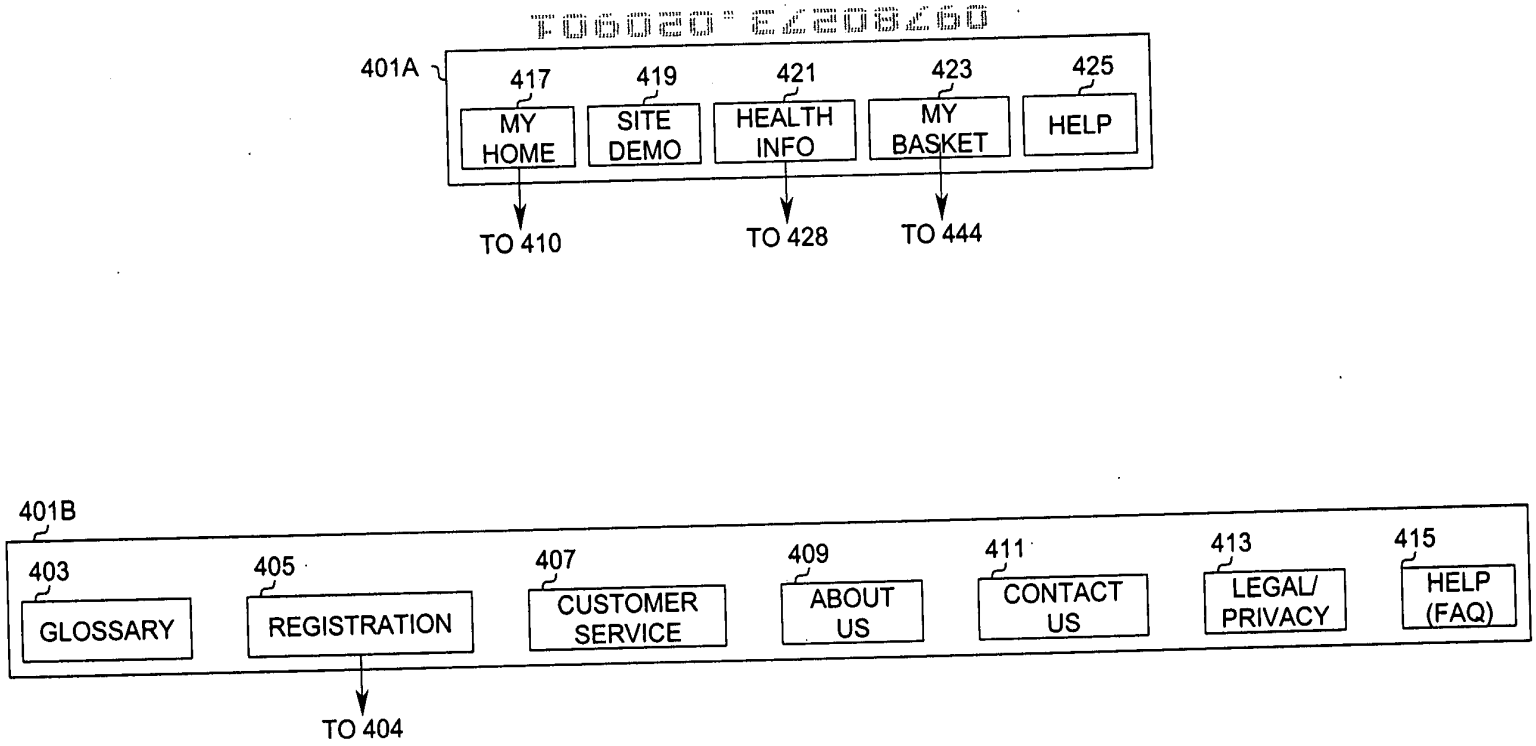
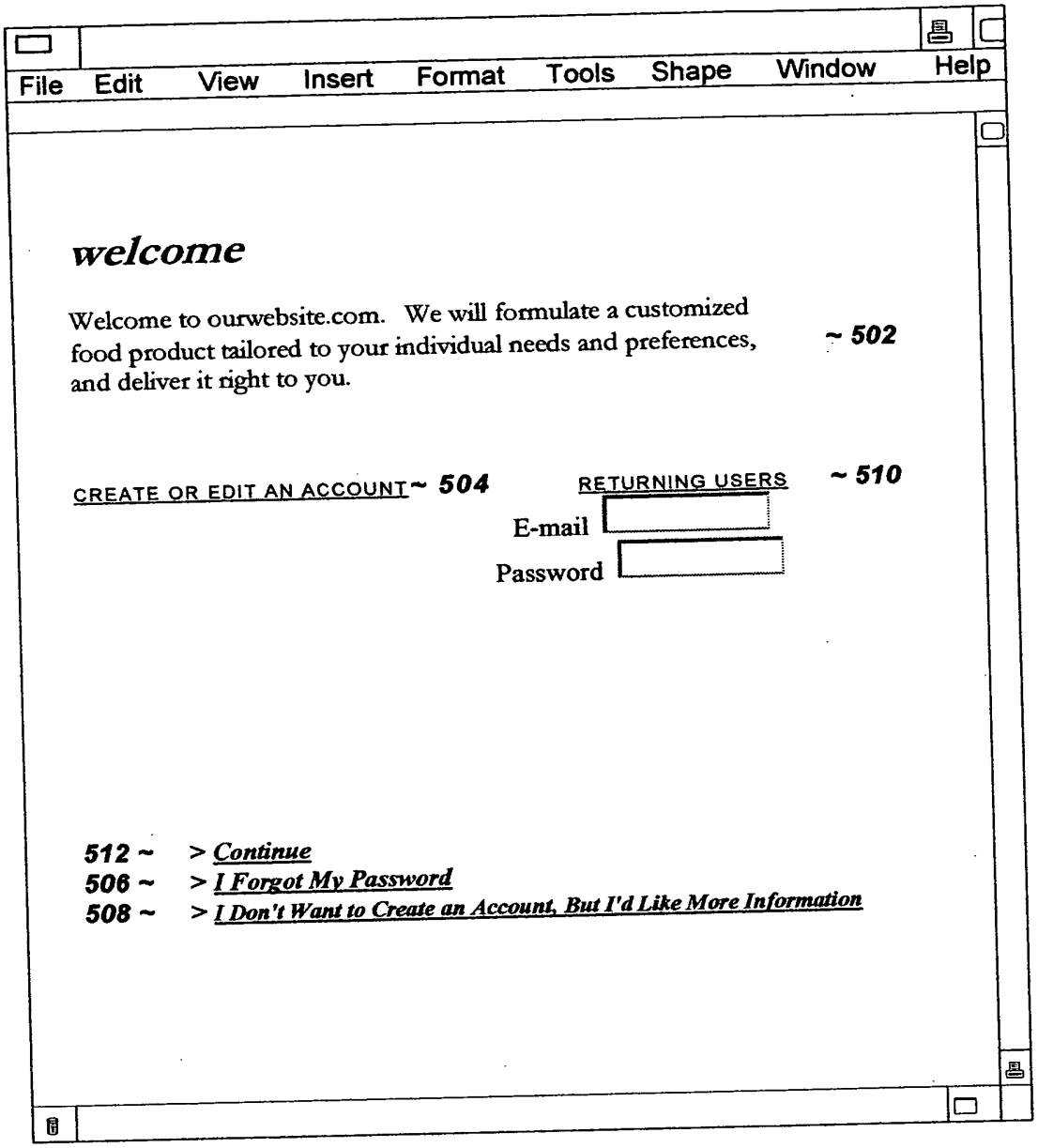
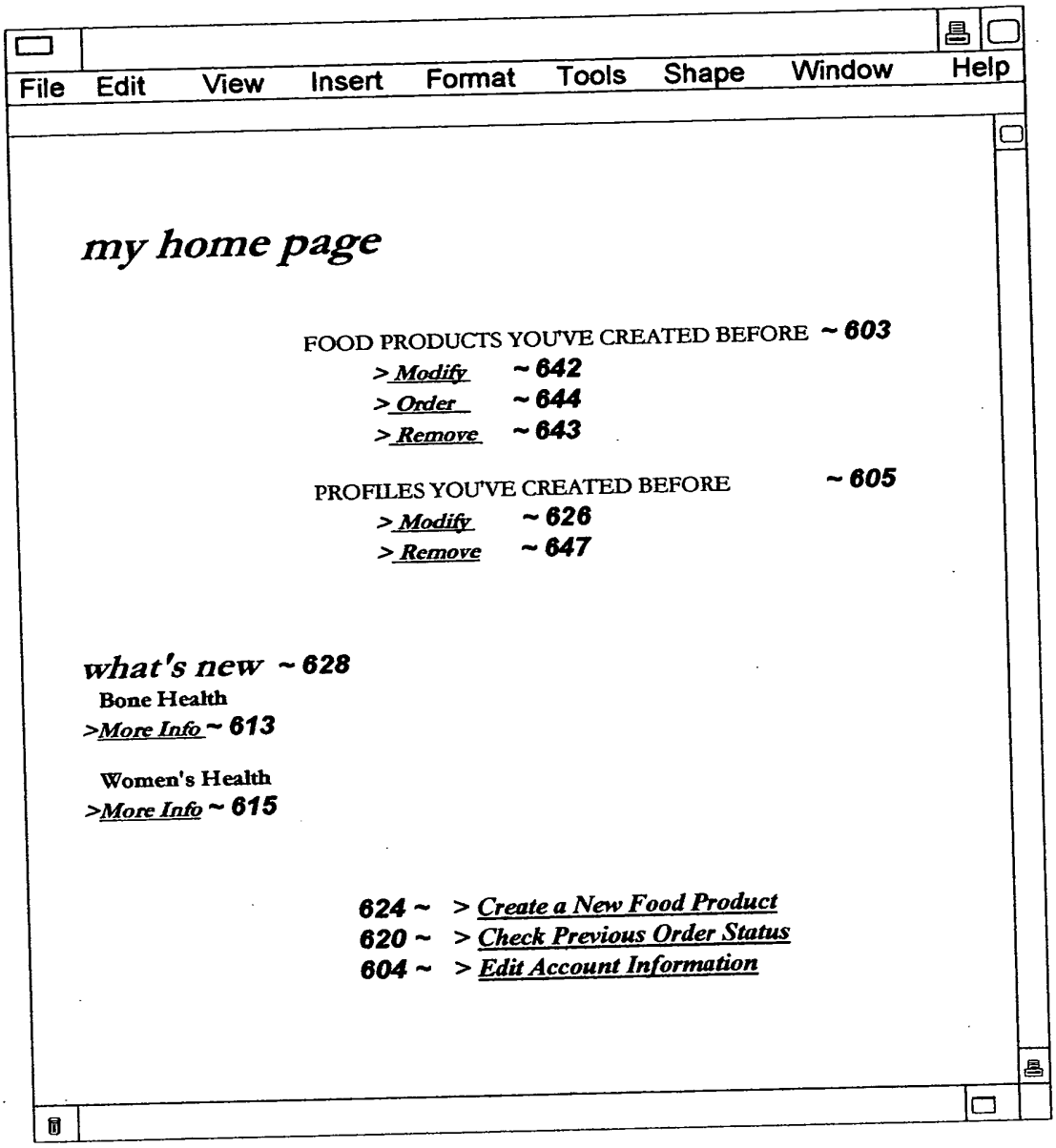

401A
417
MY HOME
419
SITE DEMO
421
HEALTH INFO
423
MY BASKET
425
HELP
TO 410
TO 428
TO 444
401B
403
GLOSSARY
405
REGISTRATION
407
CUSTOMER SERVICE
409
ABOUT US
411
CONTACT US
413
LEGAL/ PRIVACY
415
HELP (FAQ)
TO 404

FIG. 4B


File Edit View Insert Format Tools Shape Window Help
welcome
Welcome to ourwebsite.com. We will formulate a customized food product tailored to your individual needs and preferences, and deliver it right to you.
~ 502
CREATE OR EDIT AN ACCOUNT ~ 504
RETURNING USERS
~ 510
E-mail
Password
512 ~ > Continue
506 ~ > I Forgot My Password
508 ~ > I Don't Want to Create an Account, But I'd Like More Information

402

FIG. 5


File Edit View Insert Format Tools Shape Window Help
my home page
FOOD PRODUCTS YOU'VE CREATED BEFORE ~ 603
> Modify ~ 642
> Order ~ 644
> Remove ~ 643
PROFILES YOU'VE CREATED BEFORE ~ 605
> Modify ~ 626
> Remove ~ 647
what's new ~ 628
Bone Health
>More Info ~ 613
Women's Health
>More Info ~ 615
624 ~ > Create a New Food Product
620 ~ > Check Previous Order Status
604 ~ > Edit Account Information

410

FIG. 6

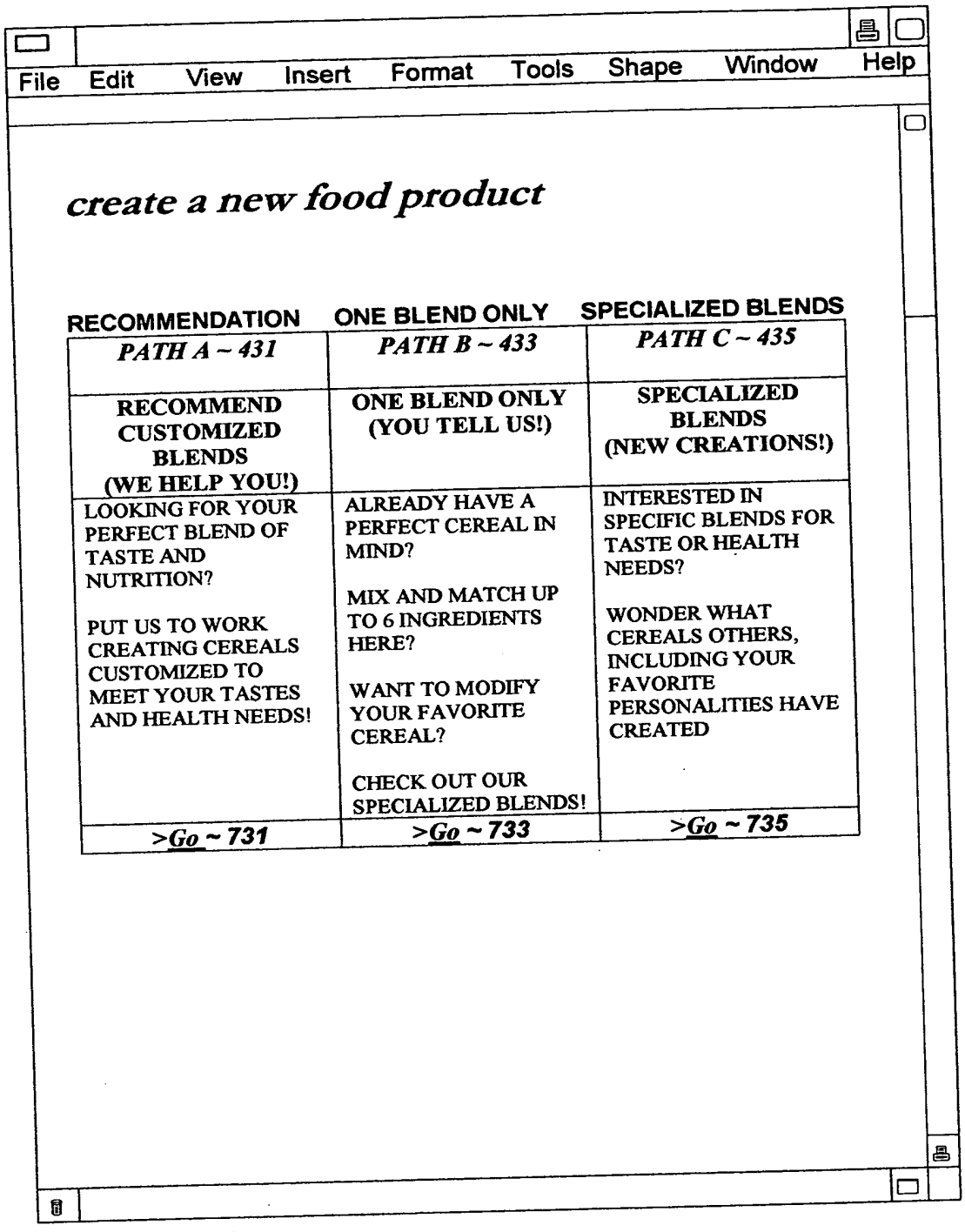
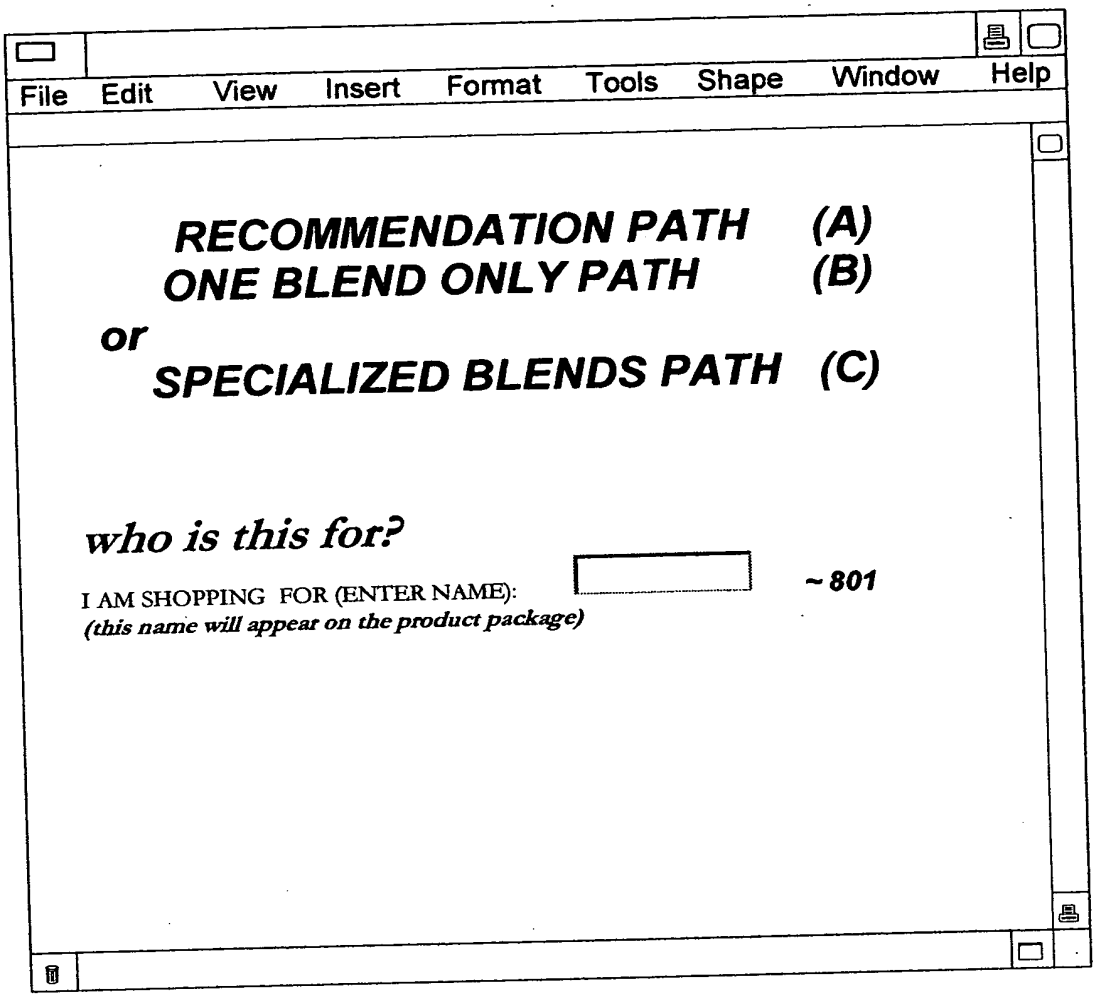
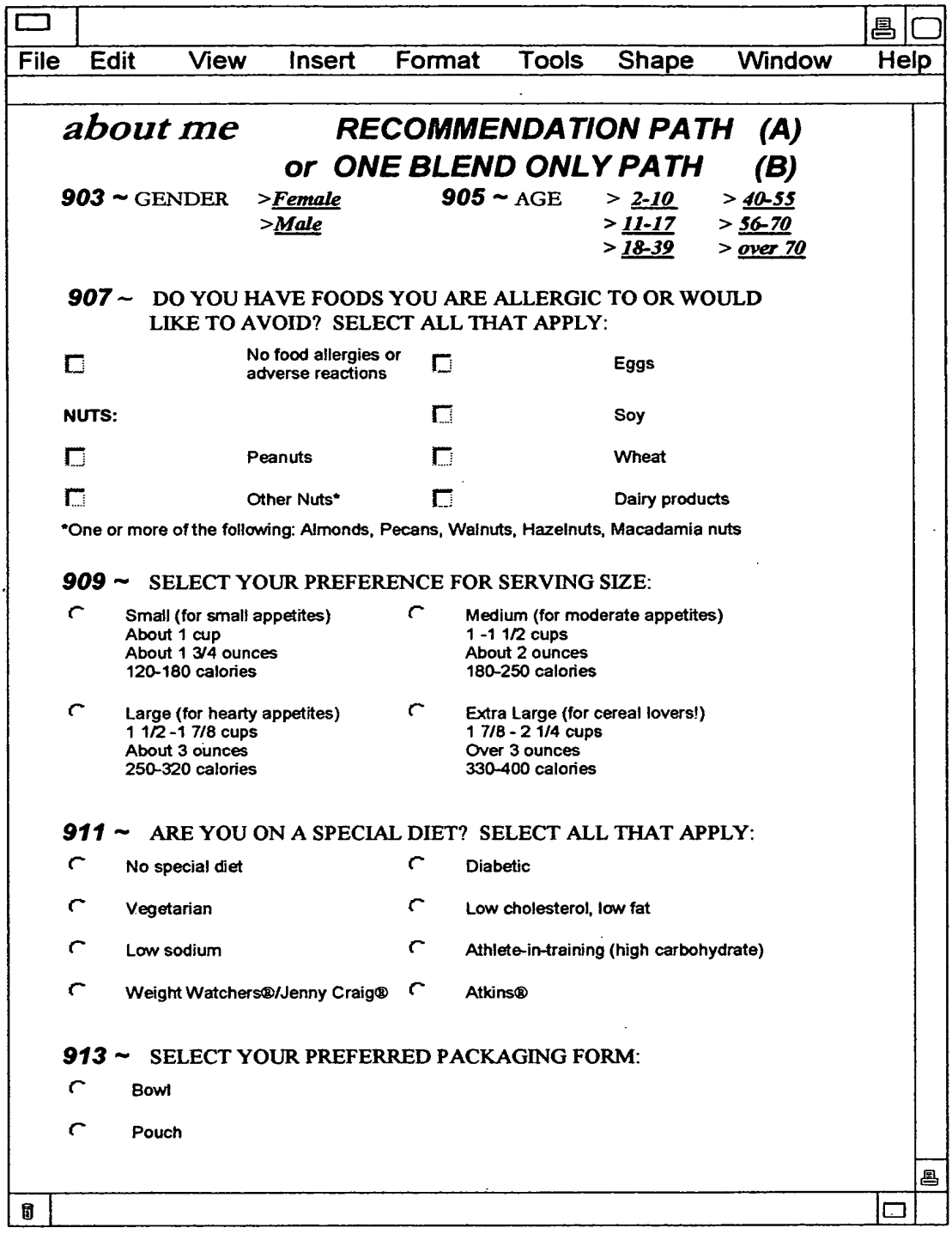

File Edit View Insert Format Tools Shape Window Help
create a new food product
RECOMMENDATION
ONE BLEND ONLY
SPECIALIZED BLENDS
PATH A ~ 431
PATH B ~ 433
PATH C ~ 435
RECOMMEND CUSTOMIZED BLENDS (WE HELP YOU!)
ONE BLEND ONLY (YOU TELL US!)
SPECIALIZED BLENDS (NEW CREATIONS!)
LOOKING FOR YOUR PERFECT BLEND OF TASTE AND NUTRITION?
PUT US TO WORK CREATING CEREALS CUSTOMIZED TO MEET YOUR TASTES AND HEALTH NEEDS!
ALREADY HAVE A PERFECT CEREAL IN MIND?
MIX AND MATCH UP TO 6 INGREDIENTS HERE?
WANT TO MODIFY YOUR FAVORITE CEREAL?
CHECK OUT OUR SPECIALIZED BLENDS!
INTERESTED IN SPECIFIC BLENDS FOR TASTE OR HEALTH NEEDS?
WONDER WHAT CEREALS OTHERS, INCLUDING YOUR FAVORITE PERSONALITIES HAVE CREATED
>Go ~ 731
>Go ~ 733
>Go ~ 735
424

FIG. 7


File Edit View Insert Format Tools Shape Window Help
RECOMMENDATION PATH (A)
ONE BLEND ONLY PATH (B)
or
SPECIALIZED BLENDS PATH (C)
who is this for?
I AM SHOPPING FOR (ENTER NAME):
(this name will appear on the product package)
~801

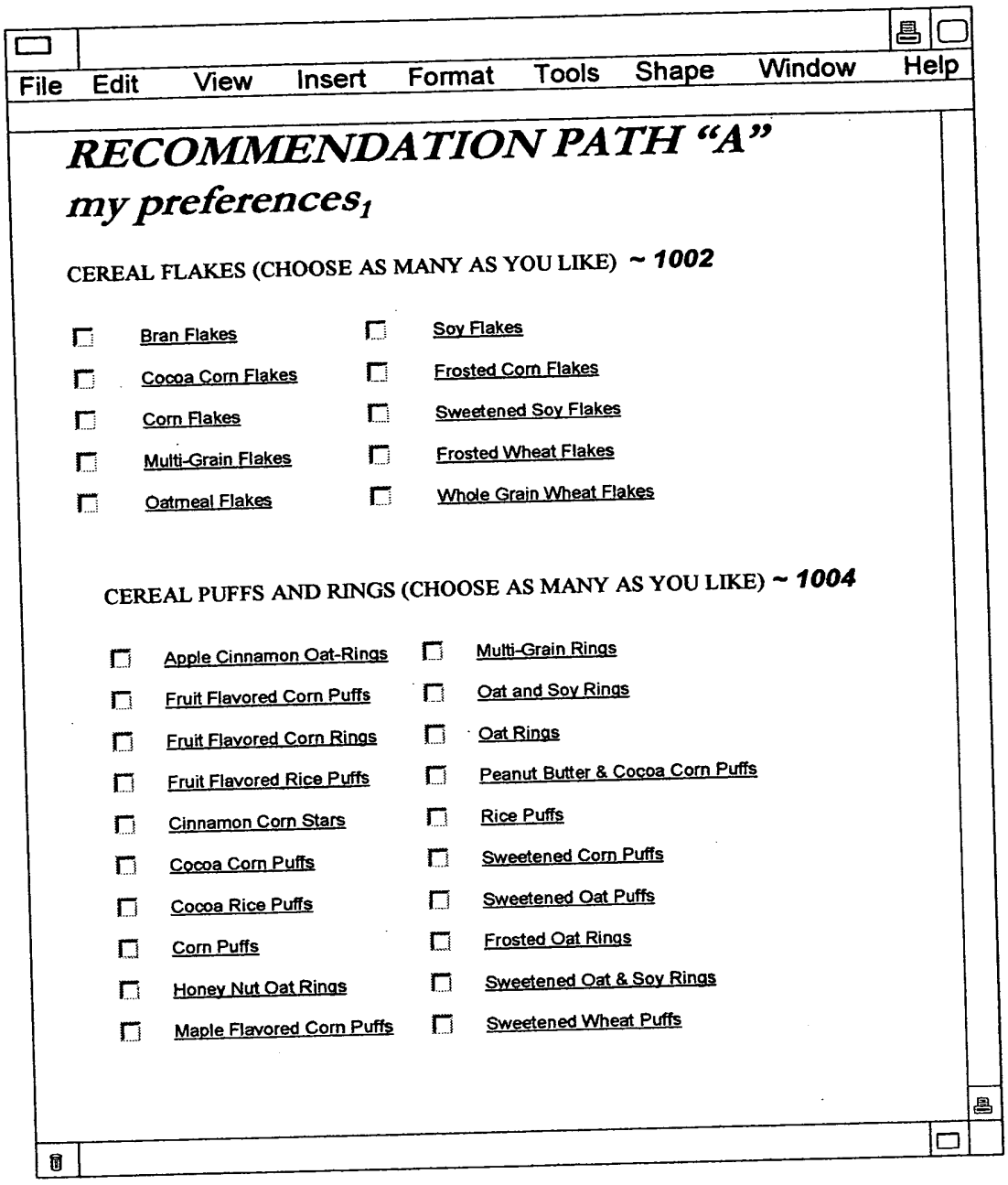
426

FIG. 8


File Edit View Insert Format Tools Shape Window Help
about me
RECOMMENDATION PATH (A)
or ONE BLEND ONLY PATH (B)
903 ~ GENDER >Female >Male
905 ~ AGE > 2-10 > 11-17 > 18-39 > 40-55 > 56-70 > over 70
907 ~ DO YOU HAVE FOODS YOU ARE ALLERGIC TO OR WOULD LIKE TO AVOID? SELECT ALL THAT APPLY:
No food allergies or adverse reactions
Eggs
NUTS:
Soy
Peanuts
Wheat
Other Nuts*
Dairy products
*One or more of the following: Almonds, Pecans, Walnuts, Hazelnuts, Macadamia nuts
909 ~ SELECT YOUR PREFERENCE FOR SERVING SIZE:
Small (for small appetites) About 1 cup About 1 3/4 ounces 120-180 calories
Medium (for moderate appetites) 1 -1 1/2 cups About 2 ounces 180-250 calories
Large (for hearty appetites) 1 1/2 -1 7/8 cups About 3 ounces 250-320 calories
Extra Large (for cereal lovers!) 1 7/8 - 2 1/4 cups Over 3 ounces 330-400 calories
911 ~ ARE YOU ON A SPECIAL DIET? SELECT ALL THAT APPLY:
No special diet
Diabetic
Vegetarian
Low cholesterol, low fat
Low sodium
Athlete-in-training (high carbohydrate)
Weight Watchers®/Jenny Craig®
Atkins®
913 ~ SELECT YOUR PREFERRED PACKAGING FORM:
Bowl
Pouch

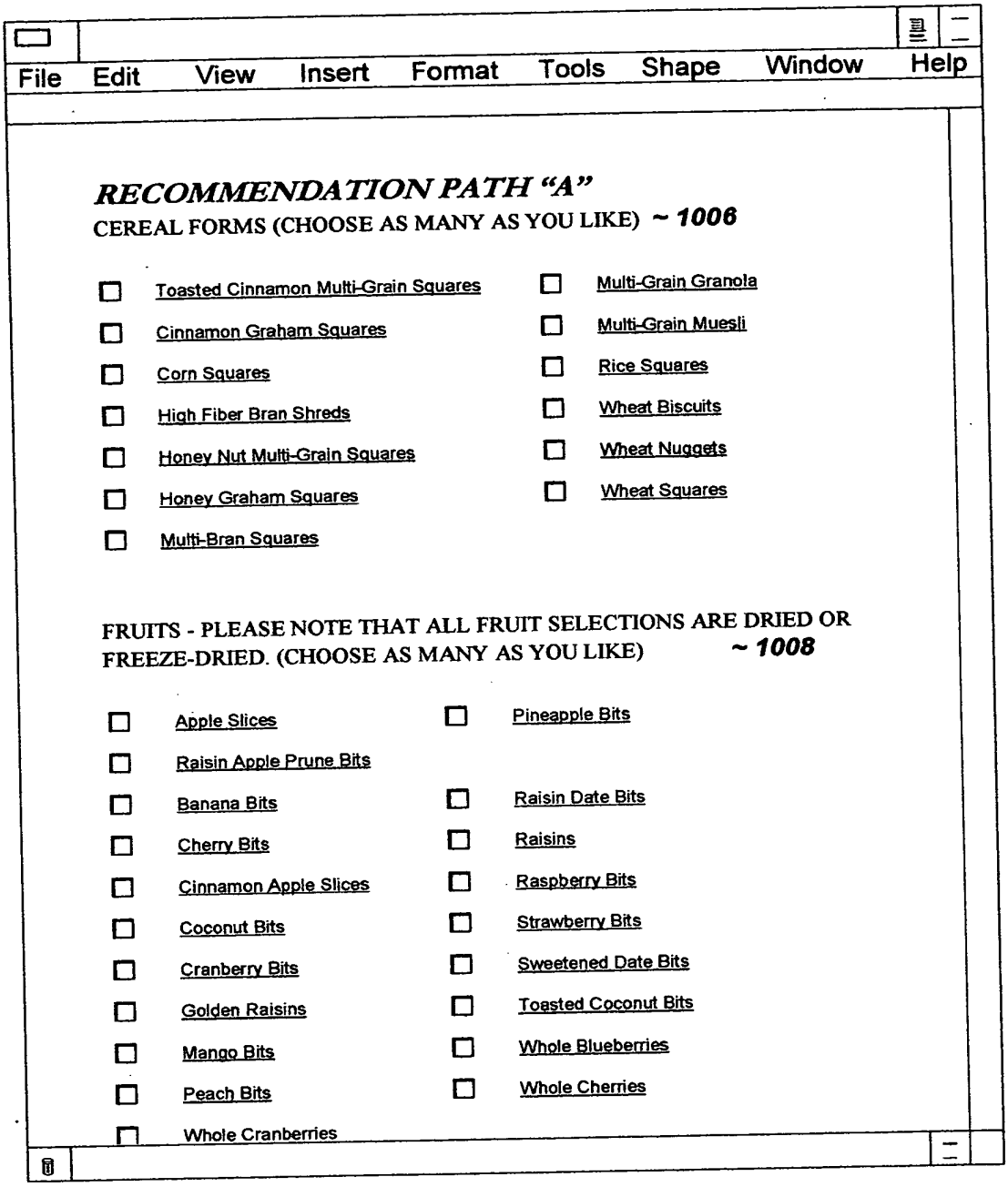
428

FIG. 9


File Edit View Insert Format Tools Shape Window Help
RECOMMENDATION PATH "A"
my preferences1
CEREAL FLAKES (CHOOSE AS MANY AS YOU LIKE) ~ 1002
Bran Flakes
Cocoa Corn Flakes
Corn Flakes
Multi-Grain Flakes
Oatmeal Flakes
Soy Flakes
Frosted Corn Flakes
Sweetened Soy Flakes
Frosted Wheat Flakes
Whole Grain Wheat Flakes
CEREAL PUFFS AND RINGS (CHOOSE AS MANY AS YOU LIKE) ~ 1004
Apple Cinnamon Oat-Rings
Fruit Flavored Corn Puffs
Fruit Flavored Corn Rings
Fruit Flavored Rice Puffs
Cinnamon Corn Stars
Cocoa Corn Puffs
Cocoa Rice Puffs
Corn Puffs
Honey Nut Oat Rings
Maple Flavored Corn Puffs
Multi-Grain Rings
Oat and Soy Rings
Oat Rings
Peanut Butter & Cocoa Corn Puffs
Rice Puffs
Sweetened Corn Puffs
Sweetened Oat Puffs
Frosted Oat Rings
Sweetened Oat & Soy Rings
Sweetened Wheat Puffs

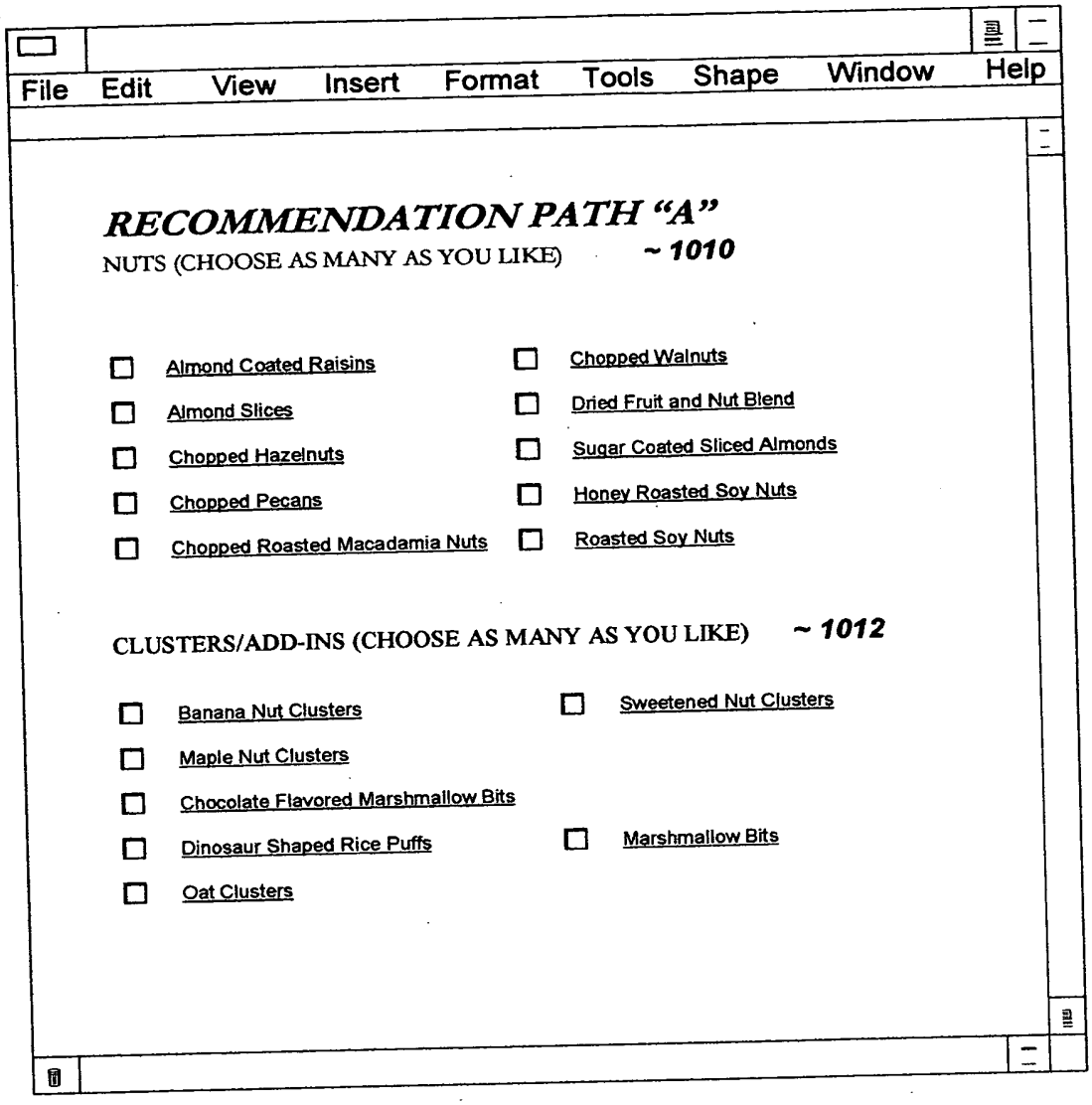
430A

FIG. 10A


File Edit View Insert Format Tools Shape Window Help
RECOMMENDATION PATH "A"
CEREAL FORMS (CHOOSE AS MANY AS YOU LIKE) ~ 1006
Toasted Cinnamon Multi-Grain Squares
Cinnamon Graham Squares
Corn Squares
High Fiber Bran Shreds
Honey Nut Multi-Grain Squares
Honey Graham Squares
Multi-Bran Squares
Multi-Grain Granola
Multi-Grain Muesli
Rice Squares
Wheat Biscuits
Wheat Nuggets
Wheat Squares
FRUITS - PLEASE NOTE THAT ALL FRUIT SELECTIONS ARE DRIED OR FREEZE-DRIED. (CHOOSE AS MANY AS YOU LIKE) ~ 1008
Apple Slices
Raisin Apple Prune Bits
Banana Bits
Cherry Bits
Cinnamon Apple Slices
Coconut Bits
Cranberry Bits
Golden Raisins
Mango Bits
Peach Bits
Whole Cranberries
Pineapple Bits
Raisin Date Bits
Raisins
Raspberry Bits
Strawberry Bits
Sweetened Date Bits
Toasted Coconut Bits
Whole Blueberries
Whole Cherries

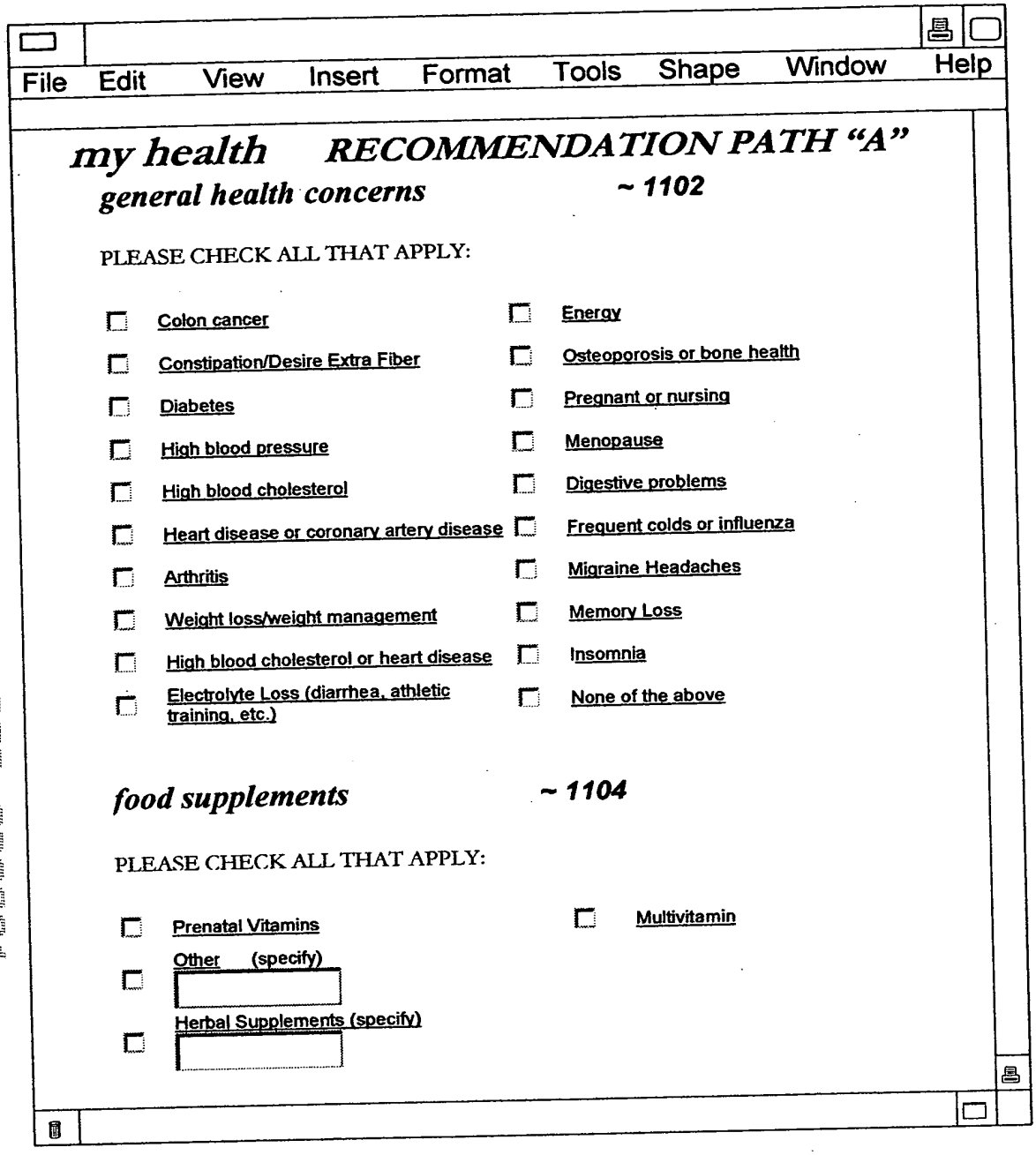
↑430B

FIG. 10B


File Edit View Insert Format Tools Shape Window Help
RECOMMENDATION PATH "A"
NUTS (CHOOSE AS MANY AS YOU LIKE) ~ 1010
Almond Coated Raisins
Almond Slices
Chopped Hazelnuts
Chopped Pecans
Chopped Roasted Macadamia Nuts
Chopped Walnuts
Dried Fruit and Nut Blend
Sugar Coated Sliced Almonds
Honey Roasted Soy Nuts
Roasted Soy Nuts
CLUSTERS/ADD-INS (CHOOSE AS MANY AS YOU LIKE) ~ 1012
Banana Nut Clusters
Maple Nut Clusters
Chocolate Flavored Marshmallow Bits
Dinosaur Shaped Rice Puffs
Oat Clusters
Sweetened Nut Clusters
Marshmallow Bits

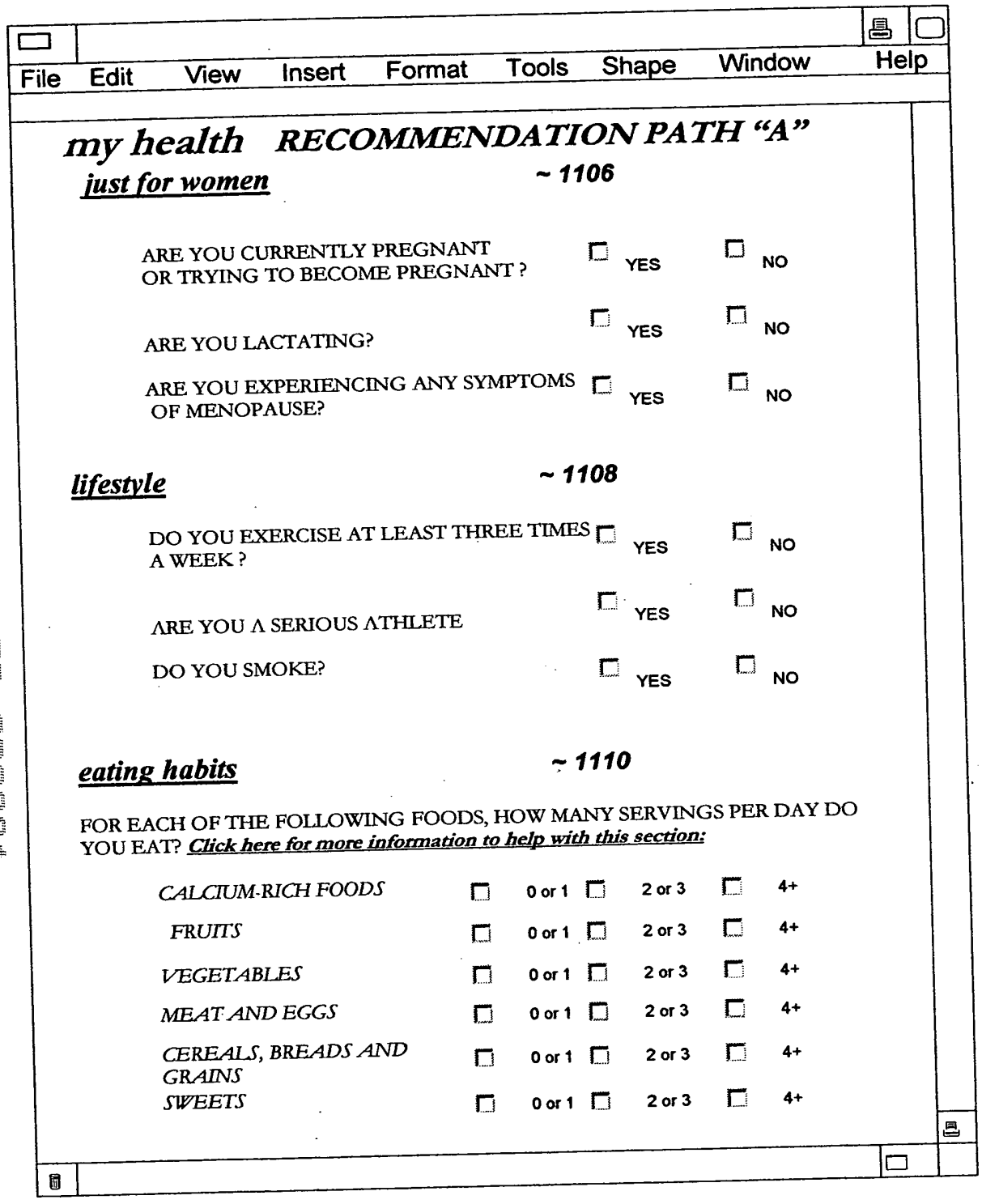
430C

FIG. 10C


File Edit View Insert Format Tools Shape Window Help
my health RECOMMENDATION PATH "A"
general health concerns ~ 1102
PLEASE CHECK ALL THAT APPLY:
Colon cancer
Constipation/Desire Extra Fiber
Diabetes
High blood pressure
High blood cholesterol
Heart disease or coronary artery disease
Arthritis
Weight loss/weight management
High blood cholesterol or heart disease
Electrolyte Loss (diarrhea, athletic training, etc.)
Energy
Osteoporosis or bone health
Pregnant or nursing
Menopause
Digestive problems
Frequent colds or influenza
Migraine Headaches
Memory Loss
Insomnia
None of the above
food supplements ~ 1104
PLEASE CHECK ALL THAT APPLY:
Prenatal Vitamins
Multivitamin
Other (specify)
Herbal Supplements (specify)

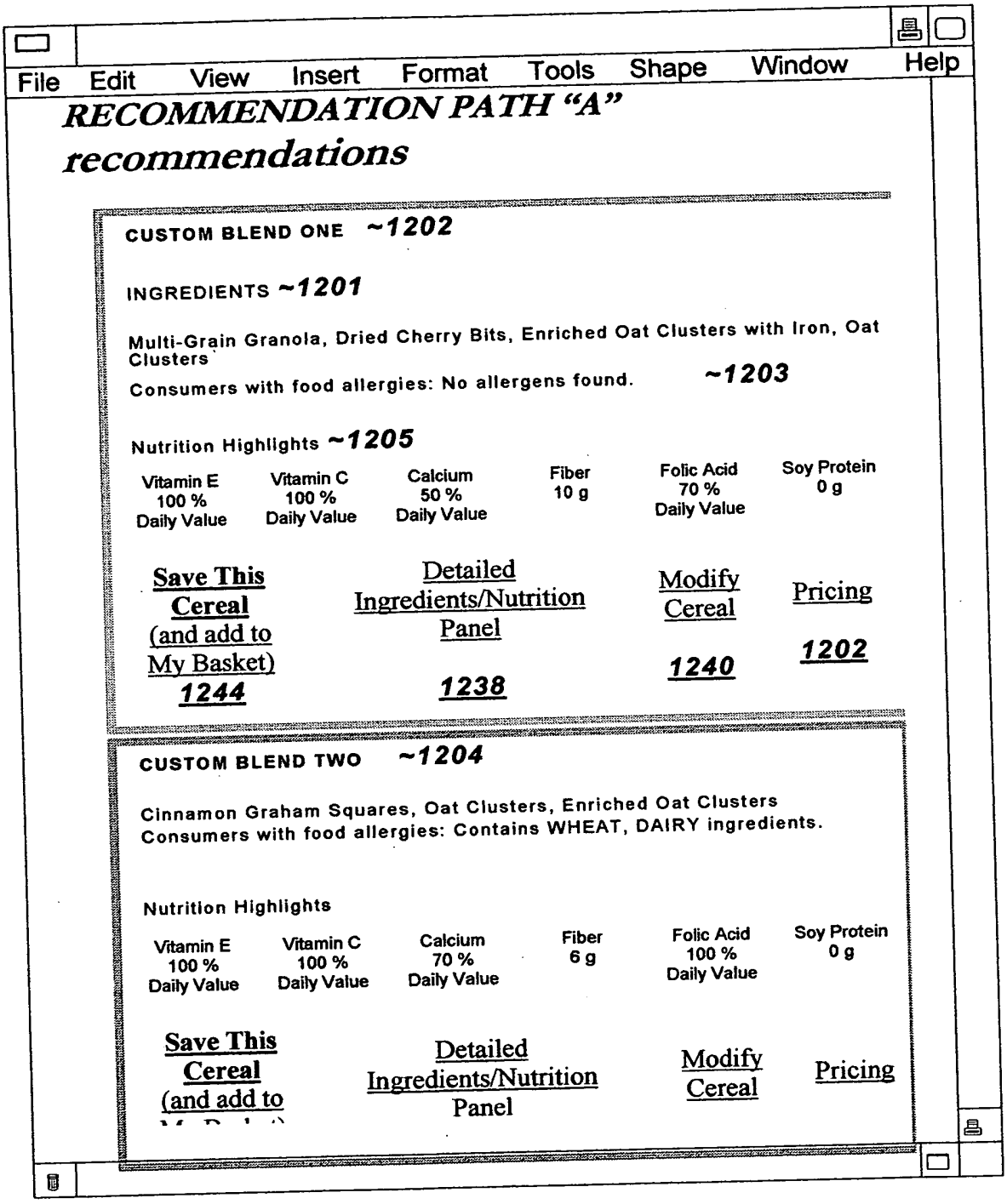
432A

FIG. 11A


File Edit View Insert Format Tools Shape Window Help
my health RECOMMENDATION PATH "A"
just for women
~ 1106
ARE YOU CURRENTLY PREGNANT OR TRYING TO BECOME PREGNANT ? YES NO
ARE YOU LACTATING? YES NO
ARE YOU EXPERIENCING ANY SYMPTOMS OF MENOPAUSE? YES NO
lifestyle
~ 1108
DO YOU EXERCISE AT LEAST THREE TIMES A WEEK ? YES NO
ARE YOU A SERIOUS ATHLETE YES NO
DO YOU SMOKE? YES NO
eating habits
~ 1110
FOR EACH OF THE FOLLOWING FOODS, HOW MANY SERVINGS PER DAY DO YOU EAT? Click here for more information to help with this section:
CALCIUM-RICH FOODS 0 or 1 2 or 3 4+
FRUITS 0 or 1 2 or 3 4+
VEGETABLES 0 or 1 2 or 3 4+
MEAT AND EGGS 0 or 1 2 or 3 4+
CEREALS, BREADS AND GRAINS 0 or 1 2 or 3 4+
SWEETS 0 or 1 2 or 3 4+

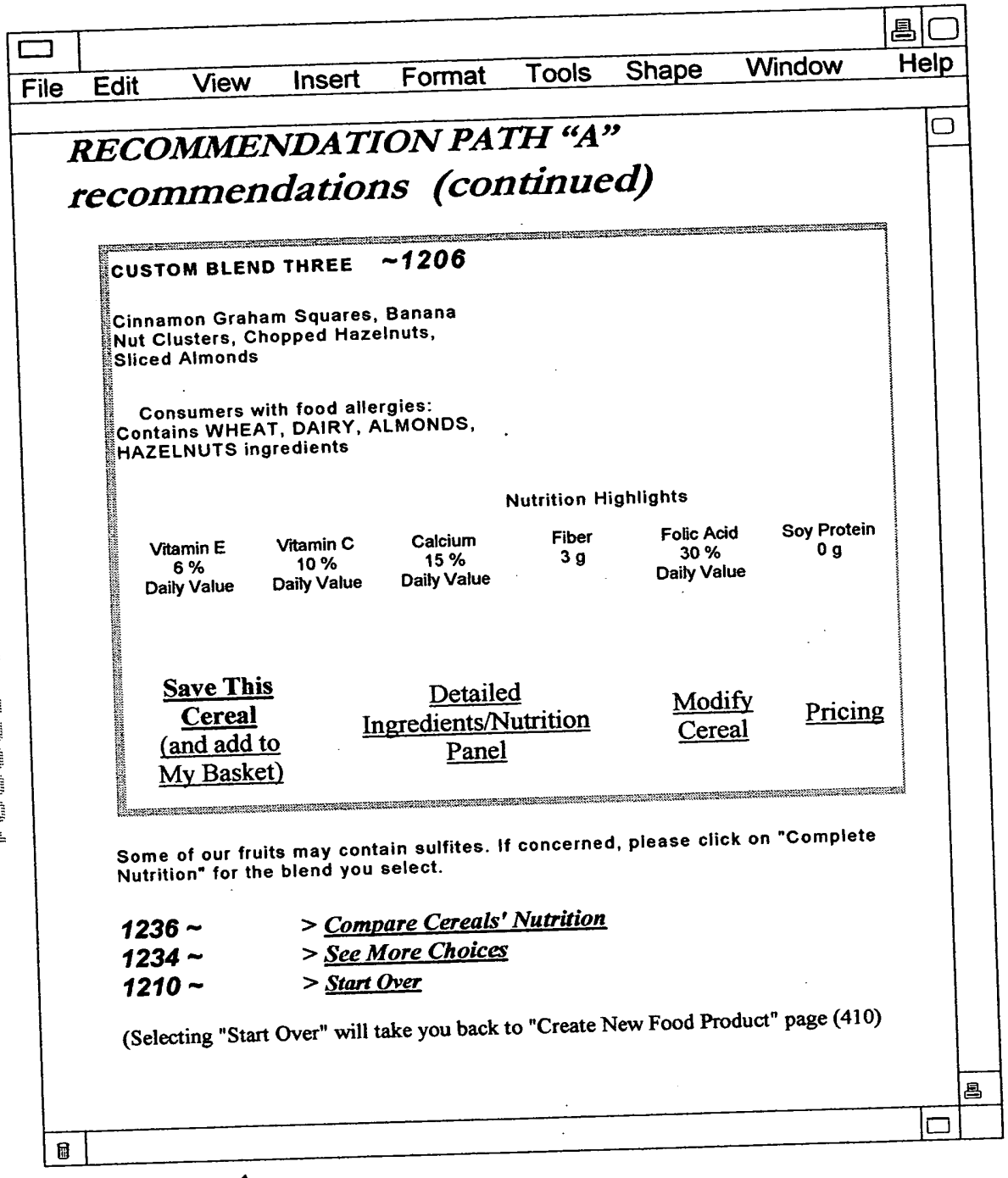
↑432B

FIG. 11B


File Edit View Insert Format Tools Shape Window Help
RECOMMENDATION PATH "A"
recommendations
CUSTOM BLEND ONE ~1202
INGREDIENTS ~1201
Multi-Grain Granola, Dried Cherry Bits, Enriched Oat Clusters with Iron, Oat Clusters
Consumers with food allergies: No allergens found. ~1203
Nutrition Highlights ~1205
Vitamin E 100 % Daily Value
Vitamin C 100 % Daily Value
Calcium 50 % Daily Value
Fiber 10 g
Folic Acid 70 % Daily Value
Soy Protein 0 g
Save This Cereal (and add to My Basket) 1244
Detailed Ingredients/Nutrition Panel 1238
Modify Cereal 1240
Pricing 1202
CUSTOM BLEND TWO ~1204
Cinnamon Graham Squares, Oat Clusters, Enriched Oat Clusters
Consumers with food allergies: Contains WHEAT, DAIRY ingredients.
Nutrition Highlights
Vitamin E 100 % Daily Value
Vitamin C 100 % Daily Value
Calcium 70 % Daily Value
Fiber 6 g
Folic Acid 100 % Daily Value
Soy Protein 0 g
Save This Cereal (and add to
Detailed Ingredients/Nutrition Panel
Modify Cereal
Pricing

434A

FIG. 12A


File Edit View Insert Format Tools Shape Window Help
RECOMMENDATION PATH "A"
recommendations (continued)
CUSTOM BLEND THREE ~1206
Cinnamon Graham Squares, Banana Nut Clusters, Chopped Hazelnuts, Sliced Almonds
Consumers with food allergies: Contains WHEAT, DAIRY, ALMONDS, HAZELNUTS ingredients
Nutrition Highlights
Vitamin E 6 % Daily Value
Vitamin C 10 % Daily Value
Calcium 15 % Daily Value
Fiber 3 g
Folic Acid 30 % Daily Value
Soy Protein 0 g
Save This Cereal (and add to My Basket)
Detailed Ingredients/Nutrition Panel
Modify Cereal
Pricing
Some of our fruits may contain sulfites. If concerned, please click on "Complete Nutrition" for the blend you select.
1236 ~ > Compare Cereals' Nutrition
1234 ~ > See More Choices
1210 ~ > Start Over
(Selecting "Start Over" will take you back to "Create New Food Product" page (410)

434B

FIG. 12B

File Edit View Insert Format Tools Shape Window Help

RECOMMENDATION PATH "A"
ONE BLEND ONLY PATH "B"
or SPECIALIZED BLEND PATH "C"

ingredients/nutrition

CUSTOM BLEND ##: ***~1302***

Multi-Grain Flakes, Honey Nut Clusters, Dried Fruit and Nut Blend, Chopped Pecans
(See complete ingredient listing below Nutrition Facts panel)

Nutrition Facts
Serving Size 1 (51g)
Servings Per Container: 1

Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	210	240
Calories from Fat	50	50
		%Daily Value**
Total Fat 5g*	8%	8%
Saturated Fat 0.5g	3%	3%
Polyunsaturated Fat 1g		
Monounsaturated Fat 3.5g		
Cholesterol 0mg	0%	1%
Sodium 260mg	11%	13%
Potassium 125mg	4%	8%
Total Carbohydrate 38g	13%	14%
Dietary Fiber 3g	13%	13%
Sugars 18g		
Other Carbohydrates 17g		
Protein 3g		
Vitamin A	20%	25%
Vitamin C	50%	60%
Calcium	45%	60%
Iron	70%	70%
Vitamin D	25%	35%
Vitamin E	60%	60%
Thiamin	80%	80%
Riboflavin	80%	90%
Niacin	80%	80%
Vitamin B6	80%	80%
Folic Acid	70%	70%
Vitamin B12	80%	80%
Biotin	50%	50%
Pantothenic Acid	50%	60%
Phosphorous	6%	15%
Magnesium	30%	30%
Zinc	80%	80%
Copper	25%	25%

*Amount in Cereal. A serving of cereal plus skim milk provides 0g fat, 0mg cholesterol, 310mg sodium, 290mg potassium, 43g carbohydrate (23g sugars), and 9g protein.
**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

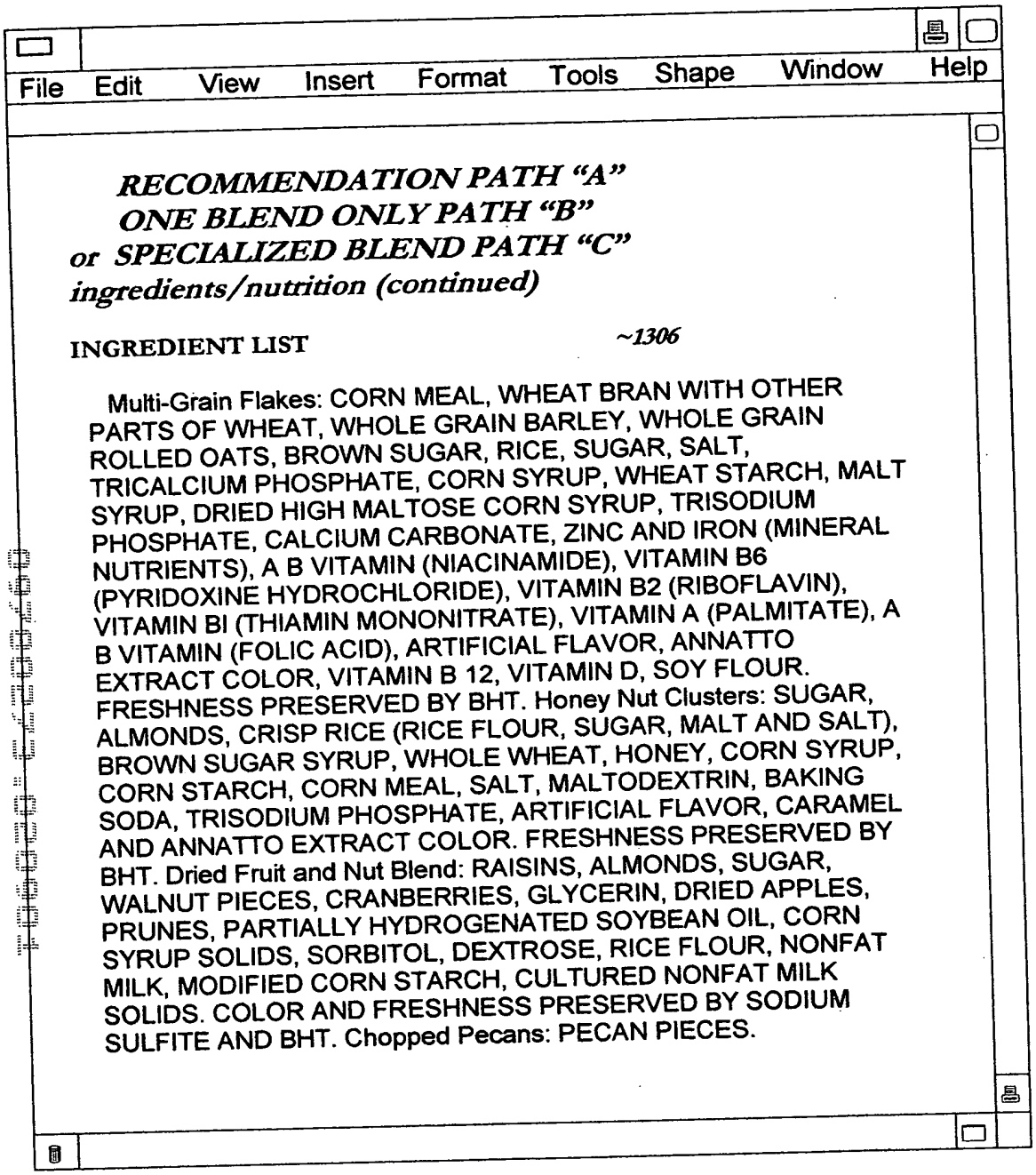
		Calories:	2,000	2,500
Total Fat		Less than	65g	80g
Sat Fat		Less than	20g	25g
Cholesterol		Less than	300g	300mg
Sodium		Less than	2,400mg	2,400mg
Potassium			3,500mg	3,500mg
Total Carbohydrates			300g	375g
Dietary Fiber			25g	30g

***Diabetic Exchange: 2.5 Starch, 1 Fat
****Based on American Dietetic Association and American Dietetic Association criteria.

~1304

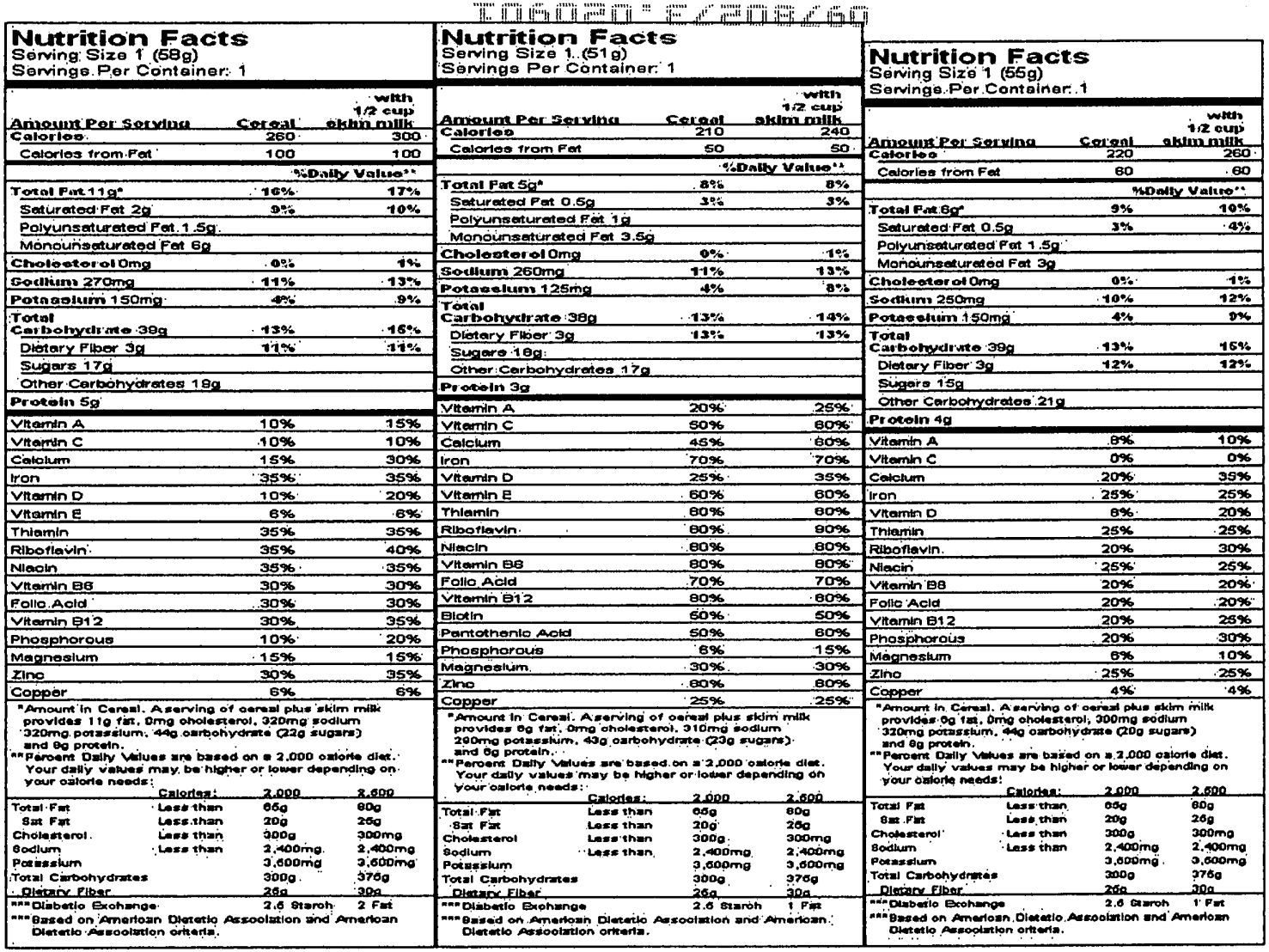
438A

FIG. 13A


File Edit View Insert Format Tools Shape Window Help
RECOMMENDATION PATH "A"
ONE BLEND ONLY PATH "B"
or SPECIALIZED BLEND PATH "C"
ingredients/nutrition (continued)
INGREDIENT LIST
~1306
Multi-Grain Flakes: CORN MEAL, WHEAT BRAN WITH OTHER PARTS OF WHEAT, WHOLE GRAIN BARLEY, WHOLE GRAIN ROLLED OATS, BROWN SUGAR, RICE, SUGAR, SALT, TRICALCIUM PHOSPHATE, CORN SYRUP, WHEAT STARCH, MALT SYRUP, DRIED HIGH MALTOSE CORN SYRUP, TRISODIUM PHOSPHATE, CALCIUM CARBONATE, ZINC AND IRON (MINERAL NUTRIENTS), A B VITAMIN (NIACINAMIDE), VITAMIN B6 (PYRIDOXINE HYDROCHLORIDE), VITAMIN B2 (RIBOFLAVIN), VITAMIN BI (THIAMIN MONONITRATE), VITAMIN A (PALMITATE), A B VITAMIN (FOLIC ACID), ARTIFICIAL FLAVOR, ANNATTO EXTRACT COLOR, VITAMIN B 12, VITAMIN D, SOY FLOUR. FRESHNESS PRESERVED BY BHT. Honey Nut Clusters: SUGAR, ALMONDS, CRISP RICE (RICE FLOUR, SUGAR, MALT AND SALT), BROWN SUGAR SYRUP, WHOLE WHEAT, HONEY, CORN SYRUP, CORN STARCH, CORN MEAL, SALT, MALTODEXTRIN, BAKING SODA, TRISODIUM PHOSPHATE, ARTIFICIAL FLAVOR, CARAMEL AND ANNATTO EXTRACT COLOR. FRESHNESS PRESERVED BY BHT. Dried Fruit and Nut Blend: RAISINS, ALMONDS, SUGAR, WALNUT PIECES, CRANBERRIES, GLYCERIN, DRIED APPLES, PRUNES, PARTIALLY HYDROGENATED SOYBEAN OIL, CORN SYRUP SOLIDS, SORBITOL, DEXTROSE, RICE FLOUR, NONFAT MILK, MODIFIED CORN STARCH, CULTURED NONFAT MILK SOLIDS. COLOR AND FRESHNESS PRESERVED BY SODIUM SULFITE AND BHT. Chopped Pecans: PECAN PIECES.

438B

FIG. 13B



Nutrition Facts
Serving Size 1 (58g)
Servings Per Container: 1

Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	260	300
Calories from Fat	100	100
	%Daily Value**	
Total Fat 11g*	16%	17%
Saturated Fat 2g	9%	10%
Polyunsaturated Fat 1.5g		
Monounsaturated Fat 6g		
Cholesterol 0mg	0%	1%
Sodium 270mg	11%	13%
Potassium 150mg	4%	9%
Total Carbohydrate 39g	13%	16%
Dietary Fiber 3g	11%	11%
Sugars 17g		
Other Carbohydrates 19g		
Protein 5g		
Vitamin A	10%	15%
Vitamin C	10%	10%
Calcium	15%	30%
Iron	35%	35%
Vitamin D	10%	20%
Vitamin E	6%	6%
Thiamin	35%	35%
Riboflavin	35%	40%
Niacin	35%	35%
Vitamin B6	30%	30%
Folic Acid	30%	30%
Vitamin B12	30%	35%
Phosphorous	10%	20%
Magnesium	15%	15%
Zinc	30%	35%
Copper	6%	6%

*Amount in Cereal. A serving of cereal plus skim milk provides 11g fat, 0mg cholesterol, 320mg sodium 320mg potassium, 44g carbohydrate (22g sugars) and 9g protein.
**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories:		2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300g	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrates		300g	375g
Dietary Fiber		25g	30g

***Diabetic Exchange: 2.5 Starch 2 Fat
****Based on American Dietetic Association and American Dietetic Association criteria.

~1402

Nutrition Facts
Serving Size 1 (51g)
Servings Per Container: 1

Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	210	240
Calories from Fat	50	50
	%Daily Value**	
Total Fat 5g*	8%	8%
Saturated Fat 0.5g	3%	3%
Polyunsaturated Fat 1g		
Monounsaturated Fat 3.5g		
Cholesterol 0mg	0%	1%
Sodium 260mg	11%	13%
Potassium 125mg	4%	8%
Total Carbohydrate 38g	13%	14%
Dietary Fiber 3g	13%	13%
Sugars 16g		
Other Carbohydrates 17g		
Protein 3g		
Vitamin A	20%	25%
Vitamin C	60%	60%
Calcium	45%	60%
Iron	70%	70%
Vitamin D	25%	35%
Vitamin E	60%	60%
Thiamin	80%	80%
Riboflavin	80%	90%
Niacin	80%	80%
Vitamin B6	80%	80%
Folic Acid	70%	70%
Vitamin B12	80%	80%
Biotin	50%	50%
Pantothenic Acid	50%	60%
Phosphorous	6%	15%
Magnesium	30%	30%
Zinc	80%	80%
Copper	25%	25%

*Amount in Cereal. A serving of cereal plus skim milk provides 6g fat, 0mg cholesterol, 310mg sodium 290mg potassium, 43g carbohydrate (23g sugars) and 6g protein.
**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories:		2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300g	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrates		300g	375g
Dietary Fiber		25g	30g

***Diabetic Exchange: 2.5 Starch 1 Fat
****Based on American Dietetic Association and American Dietetic Association criteria.

~1404

Nutrition Facts
Serving Size 1 (55g)
Servings Per Container: 1

Amount Per Serving	Cereal	with 1/2 cup skim milk
Calories	220	260
Calories from Fat	60	60
	%Daily Value**	
Total Fat 6g*	9%	10%
Saturated Fat 0.5g	3%	4%
Polyunsaturated Fat 1.5g		
Monounsaturated Fat 3g		
Cholesterol 0mg	0%	1%
Sodium 250mg	10%	12%
Potassium 150mg	4%	9%
Total Carbohydrate 39g	13%	15%
Dietary Fiber 3g	12%	12%
Sugars 15g		
Other Carbohydrates 21g		
Protein 4g		
Vitamin A	8%	10%
Vitamin C	0%	0%
Calcium	20%	35%
Iron	25%	25%
Vitamin D	6%	20%
Thiamin	25%	25%
Riboflavin	20%	30%
Niacin	25%	25%
Vitamin B6	20%	20%
Folic Acid	20%	20%
Vitamin B12	20%	25%
Phosphorous	20%	30%
Magnesium	6%	10%
Zinc	25%	25%
Copper	4%	4%

*Amount in Cereal. A serving of cereal plus skim milk provides 9g fat, 0mg cholesterol, 300mg sodium 320mg potassium, 44g carbohydrate (20g sugars) and 8g protein.
**Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

Calories:		2,000	2,500
Total Fat	Less than	65g	80g
Sat Fat	Less than	20g	25g
Cholesterol	Less than	300g	300mg
Sodium	Less than	2,400mg	2,400mg
Potassium		3,500mg	3,500mg
Total Carbohydrates		300g	375g
Dietary Fiber		25g	30g

***Diabetic Exchange: 2.5 Starch 1 Fat
****Based on American Dietetic Association and American Dietetic Association criteria.

~1406

***compare* RECOMMENDATION PATH "A" or SPECIALIZED BLENDS PATH "C"**

FIG. 14

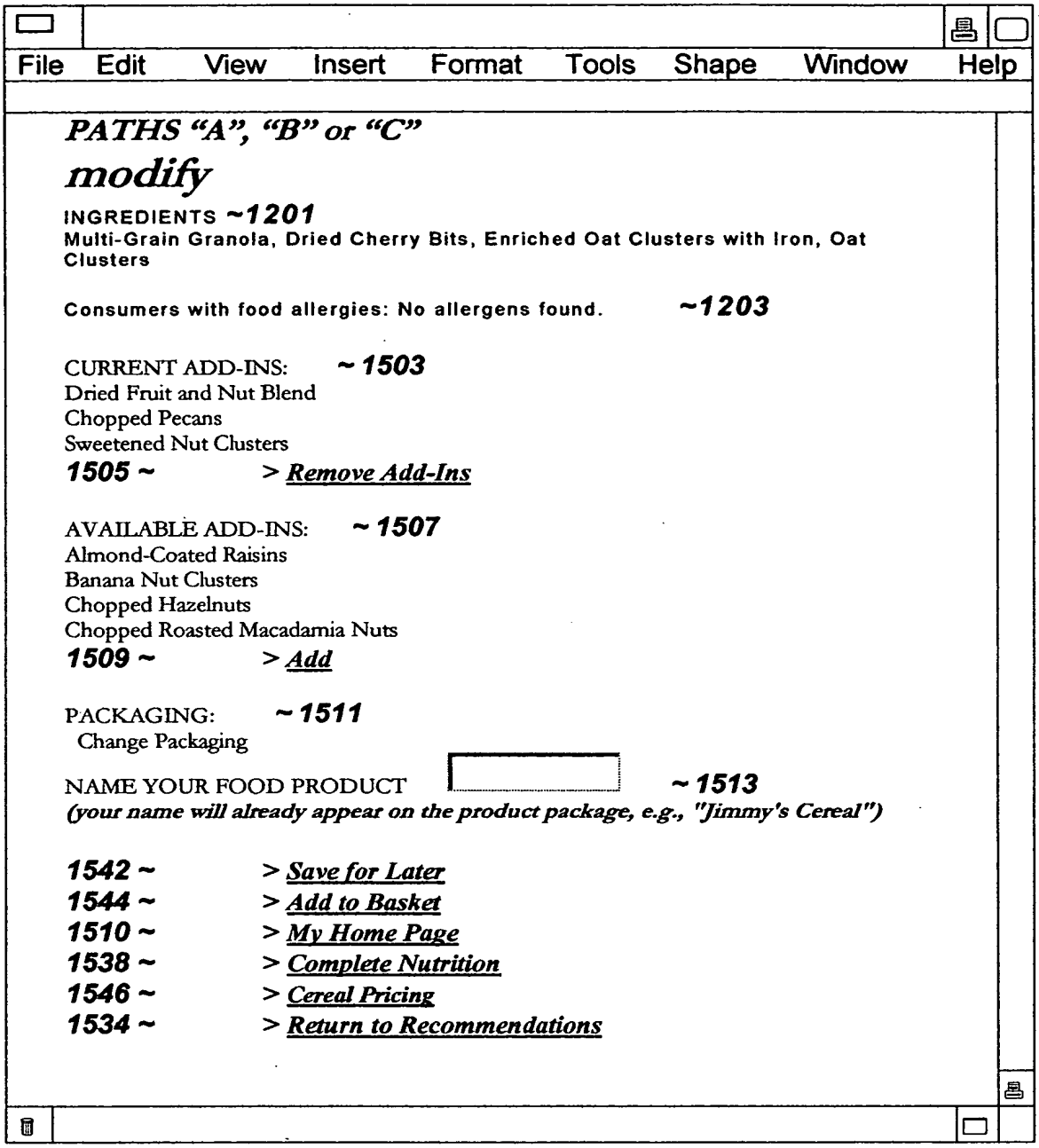
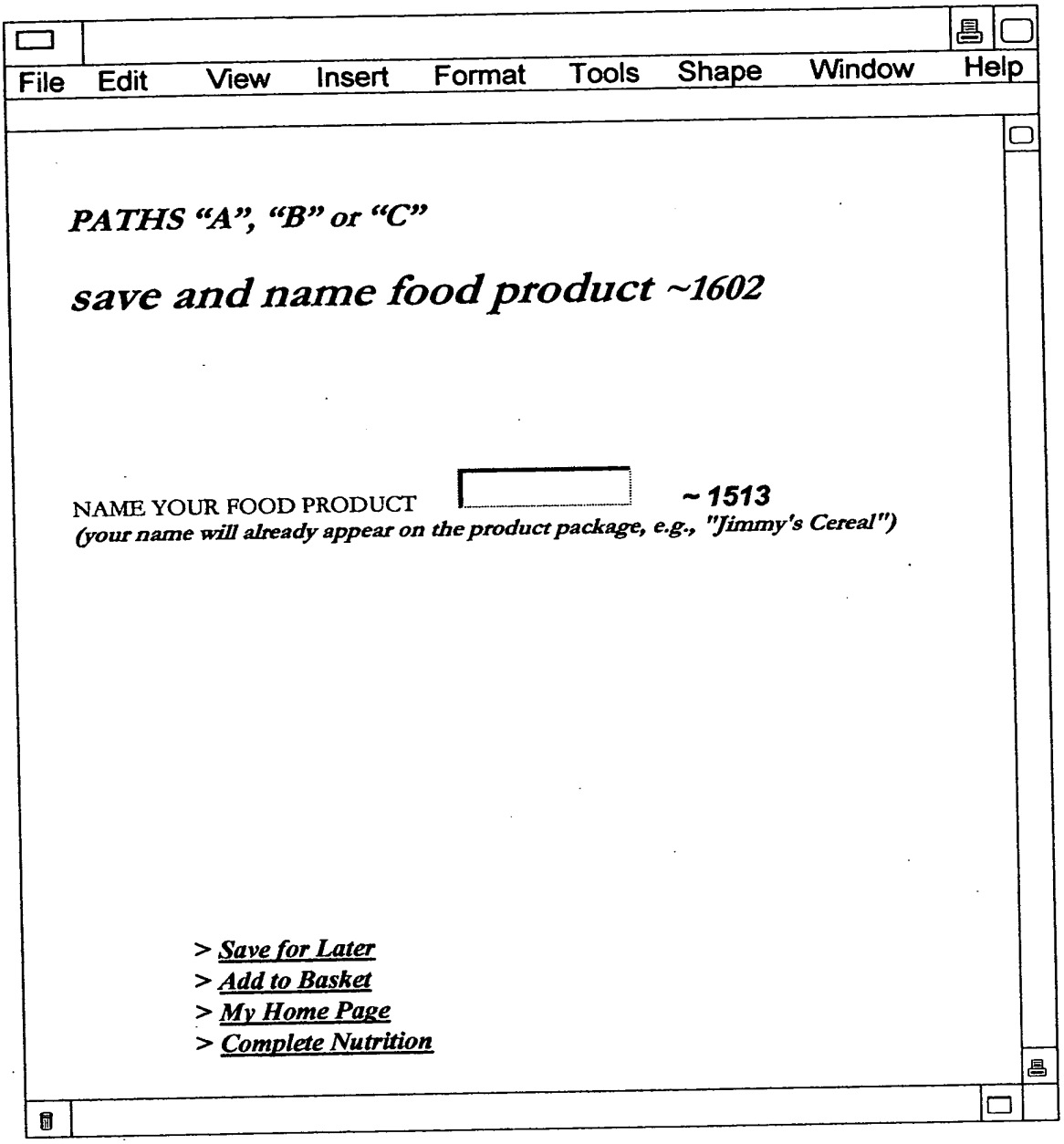

File Edit View Insert Format Tools Shape Window Help
PATHS "A", "B" or "C"
modify
INGREDIENTS ~1201
Multi-Grain Granola, Dried Cherry Bits, Enriched Oat Clusters with Iron, Oat Clusters
Consumers with food allergies: No allergens found. ~1203
CURRENT ADD-INS: ~1503
Dried Fruit and Nut Blend
Chopped Pecans
Sweetened Nut Clusters
1505 ~ > Remove Add-Ins
AVAILABLE ADD-INS: ~1507
Almond-Coated Raisins
Banana Nut Clusters
Chopped Hazelnuts
Chopped Roasted Macadamia Nuts
1509 ~ > Add
PACKAGING: ~1511
Change Packaging
NAME YOUR FOOD PRODUCT ~1513
(your name will already appear on the product package, e.g., "Jimmy's Cereal")
1542 ~ > Save for Later
1544 ~ > Add to Basket
1510 ~ > My Home Page
1538 ~ > Complete Nutrition
1546 ~ > Cereal Pricing
1534 ~ > Return to Recommendations

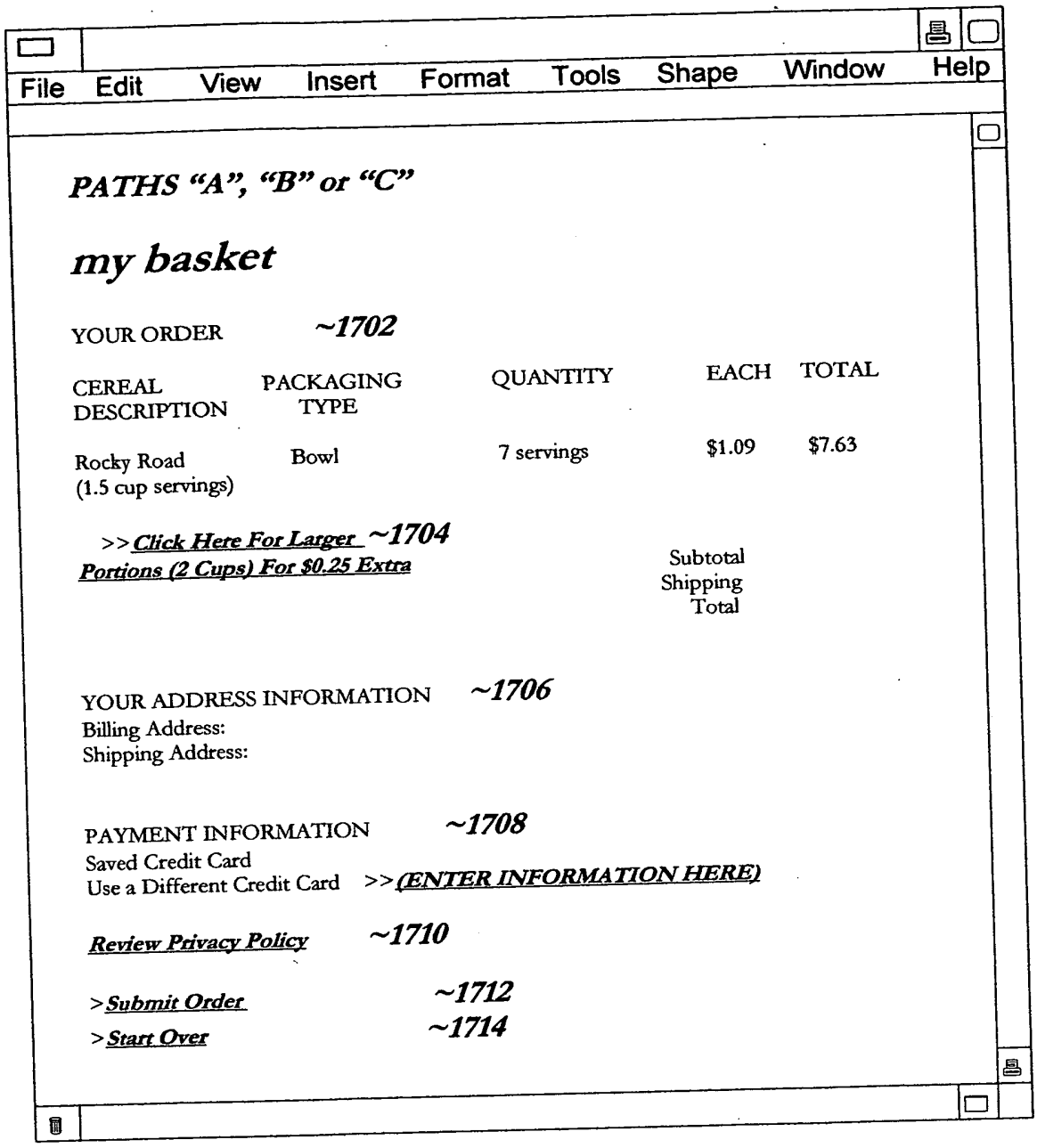
FIG. 15

440


File Edit View Insert Format Tools Shape Window Help
PATHS "A", "B" or "C"
save and name food product ~1602
NAME YOUR FOOD PRODUCT
~1513
(your name will already appear on the product package, e.g., "Jimmy's Cereal")
> Save for Later
> Add to Basket
> My Home Page
> Complete Nutrition

442

FIG. 16


File Edit View Insert Format Tools Shape Window Help
PATHS "A", "B" or "C"
my basket
YOUR ORDER ~1702
CEREAL DESCRIPTION
PACKAGING TYPE
QUANTITY
EACH
TOTAL
Rocky Road (1.5 cup servings)
Bowl
7 servings
$1.09
$7.63
>> Click Here For Larger Portions (2 Cups) For $0.25 Extra ~1704
Subtotal
Shipping
Total
YOUR ADDRESS INFORMATION ~1706
Billing Address:
Shipping Address:
PAYMENT INFORMATION ~1708
Saved Credit Card
Use a Different Credit Card >> (ENTER INFORMATION HERE)
Review Privacy Policy ~1710
> Submit Order ~1712
> Start Over ~1714

444

FIG. 17

File Edit View Insert Format Tools Shape Window Help

my taste preferences₂ ONE BLEND ONLY PATH "B"

SPECIAL INSTRUCTIONS ~1802

Because you have chosen "**One Blend Only**," you will now create your own cereal! Two important things to remember:

1) You may choose up to **3 cereal forms** and **3 add-ins**.

2) Certain combinations of ingredients can get soggy. So, in the list below, *ingredients in italics* may not be combined with **INGREDIENTS IN BOLD AND ALL CAPS.** Ingredients in lower case go with anything.

CEREAL FLAKES ~ *1804*

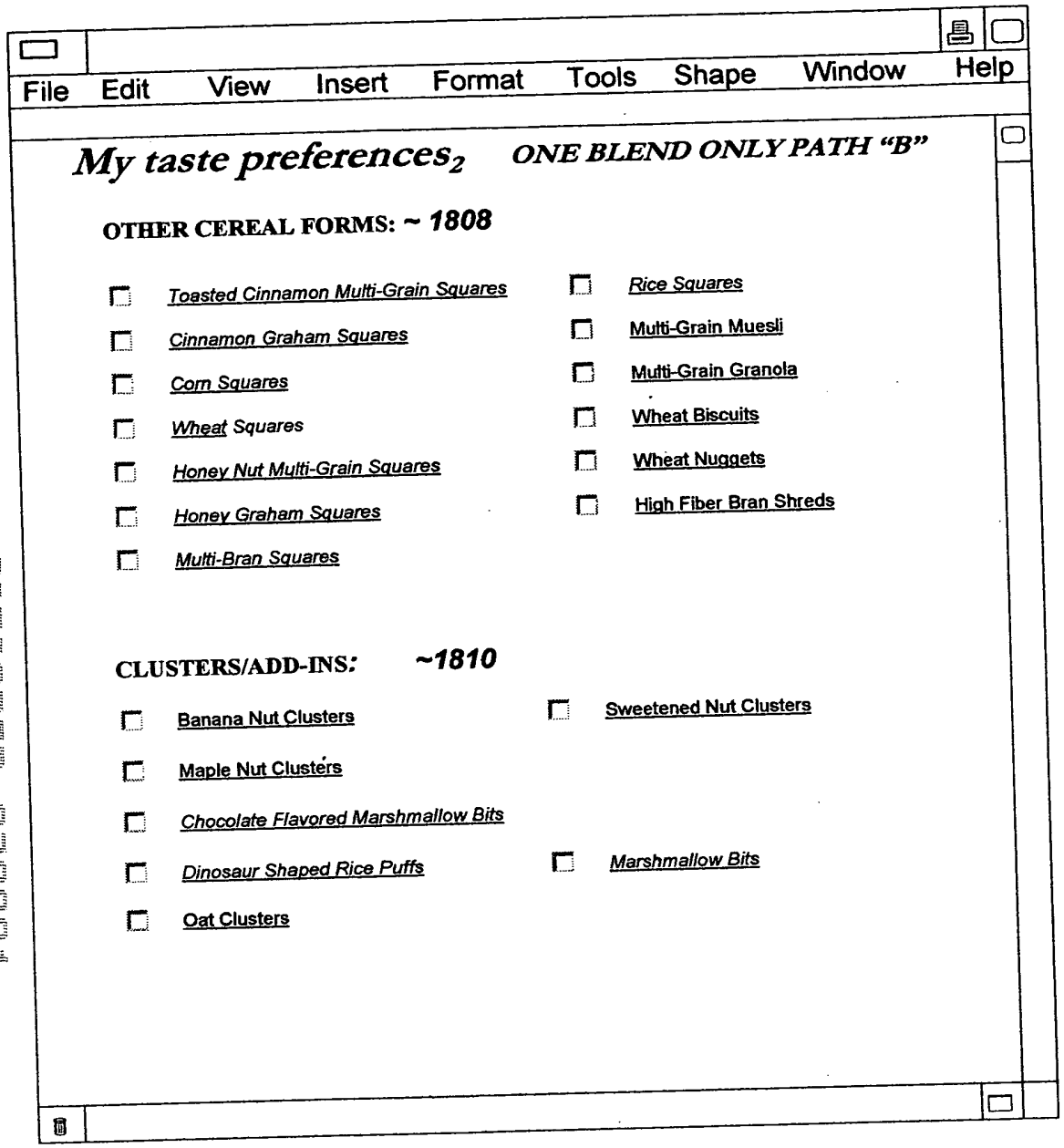
☐	Bran Flakes	☐	Soy Flakes
☐	Cocoa Corn Flakes	☐	Frosted Corn Flakes
☐	Corn Flakes	☐	Sweetened Soy Flakes
☐	Multi-Grain Flakes	☐	Frosted Wheat Flakes
☐	Oatmeal Flakes	☐	Whole Grain Wheat Flakes

CEREAL PUFFS AND RINGS ~ *1806*

☐	*Apple Cinnamon Oat-Rings*	☐	*Multi-Grain Rings*
☐	*Fruit Flavored Corn Puffs*	☐	*Oat and Soy Rings*
☐	*Fruit Flavored Corn Rings*	☐	*Oat Rings*
☐	*Fruit Flavored Rice Puffs*	☐	*Peanut Butter & Cocoa Corn Puffs*
☐	*Cinnamon Corn Stars*	☐	*Rice Puffs*
☐	*Cocoa Corn Puffs*	☐	*Sweetened Corn Puffs*
☐	*Cocoa Rice Puffs*	☐	*Sweetened Oat Puffs*
☐	*Corn Puffs*	☐	*Frosted Oat Rings*
☐	*Honey Nut Oat Rings*	☐	*Sweetened Oat & Soy Rings*
☐	*Maple Flavored Corn Puffs*	☐	*Sweetened Wheat Puffs*

FIG. 18A

450A


File Edit View Insert Format Tools Shape Window Help
My taste preferences2 ONE BLEND ONLY PATH "B"
OTHER CEREAL FORMS: ~ 1808
Toasted Cinnamon Multi-Grain Squares
Cinnamon Graham Squares
Corn Squares
Wheat Squares
Honey Nut Multi-Grain Squares
Honey Graham Squares
Multi-Bran Squares
Rice Squares
Multi-Grain Muesli
Multi-Grain Granola
Wheat Biscuits
Wheat Nuggets
High Fiber Bran Shreds
CLUSTERS/ADD-INS: ~1810
Banana Nut Clusters
Maple Nut Clusters
Chocolate Flavored Marshmallow Bits
Dinosaur Shaped Rice Puffs
Oat Clusters
Sweetened Nut Clusters
Marshmallow Bits

450B

FIG. 18B

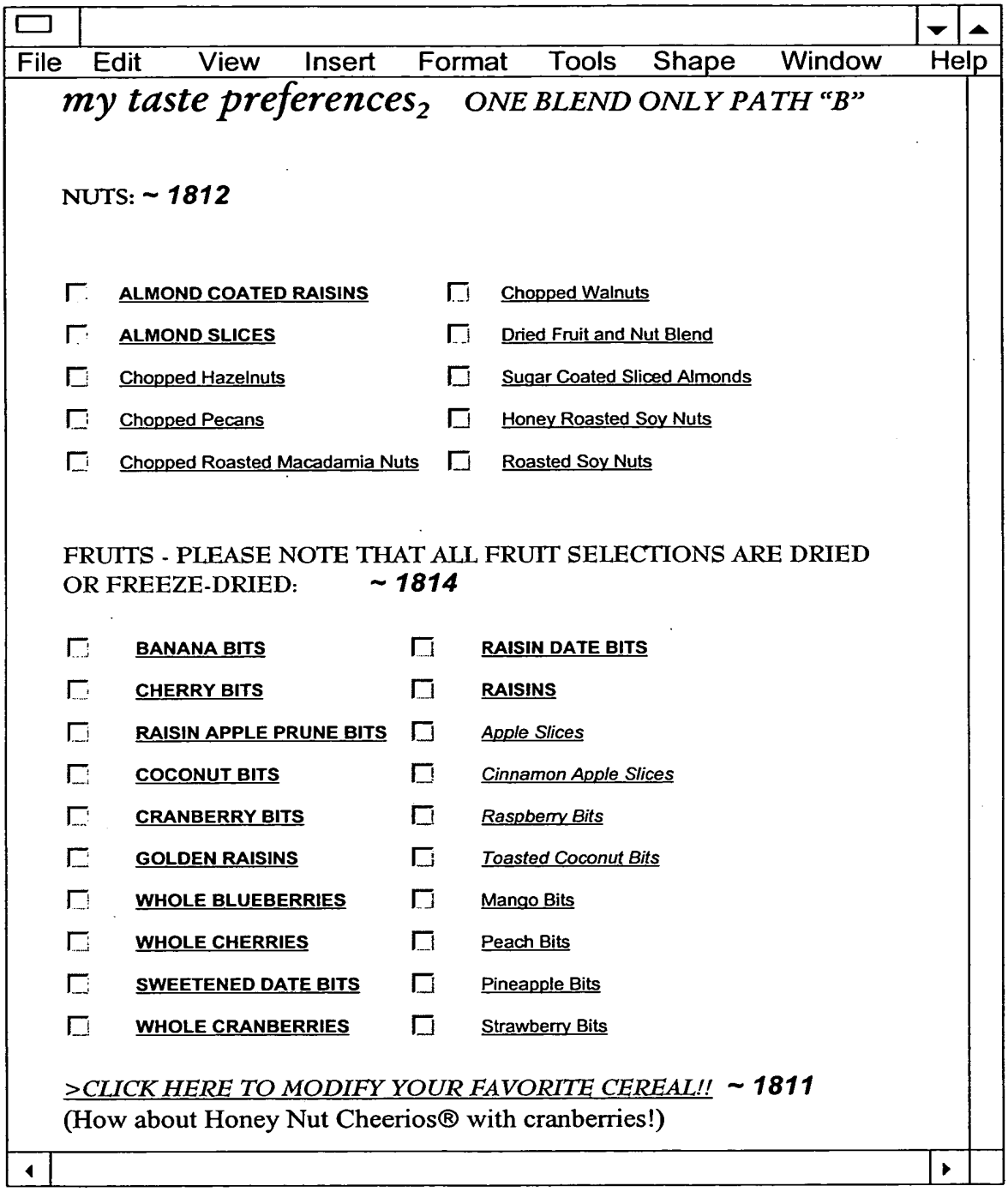
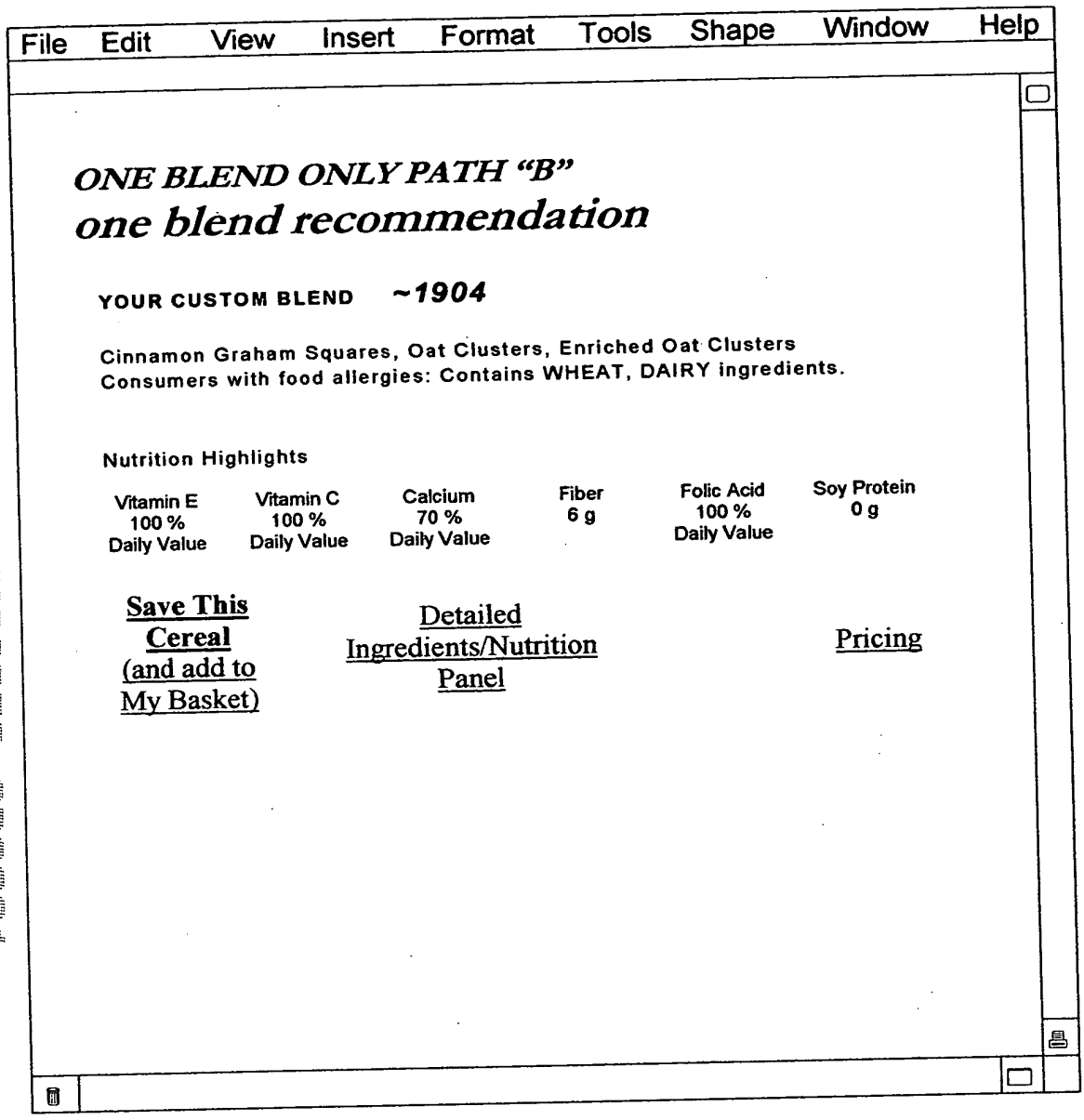

File Edit View Insert Format Tools Shape Window Help
my taste preferences2 ONE BLEND ONLY PATH "B"
NUTS: ~ 1812
ALMOND COATED RAISINS
ALMOND SLICES
Chopped Hazelnuts
Chopped Pecans
Chopped Roasted Macadamia Nuts
Chopped Walnuts
Dried Fruit and Nut Blend
Sugar Coated Sliced Almonds
Honey Roasted Soy Nuts
Roasted Soy Nuts
FRUITS - PLEASE NOTE THAT ALL FRUIT SELECTIONS ARE DRIED OR FREEZE-DRIED: ~ 1814
BANANA BITS
CHERRY BITS
RAISIN APPLE PRUNE BITS
COCONUT BITS
CRANBERRY BITS
GOLDEN RAISINS
WHOLE BLUEBERRIES
WHOLE CHERRIES
SWEETENED DATE BITS
WHOLE CRANBERRIES
RAISIN DATE BITS
RAISINS
Apple Slices
Cinnamon Apple Slices
Raspberry Bits
Toasted Coconut Bits
Mango Bits
Peach Bits
Pineapple Bits
Strawberry Bits
>CLICK HERE TO MODIFY YOUR FAVORITE CEREAL!! ~ 1811
(How about Honey Nut Cheerios® with cranberries!)

FIG. 18C

450C


File Edit View Insert Format Tools Shape Window Help
ONE BLEND ONLY PATH "B"
one blend recommendation
YOUR CUSTOM BLEND ~1904
Cinnamon Graham Squares, Oat Clusters, Enriched Oat Clusters
Consumers with food allergies: Contains WHEAT, DAIRY ingredients.
Nutrition Highlights
Vitamin E 100 % Daily Value
Vitamin C 100 % Daily Value
Calcium 70 % Daily Value
Fiber 6 g
Folic Acid 100 % Daily Value
Soy Protein 0 g
Save This Cereal (and add to My Basket)
Detailed Ingredients/Nutrition Panel
Pricing

435

FIG. 19

ONE BLEND ONLY PATH "B" – MODIFY YOUR FAVORITE CEREAL CATEGORY

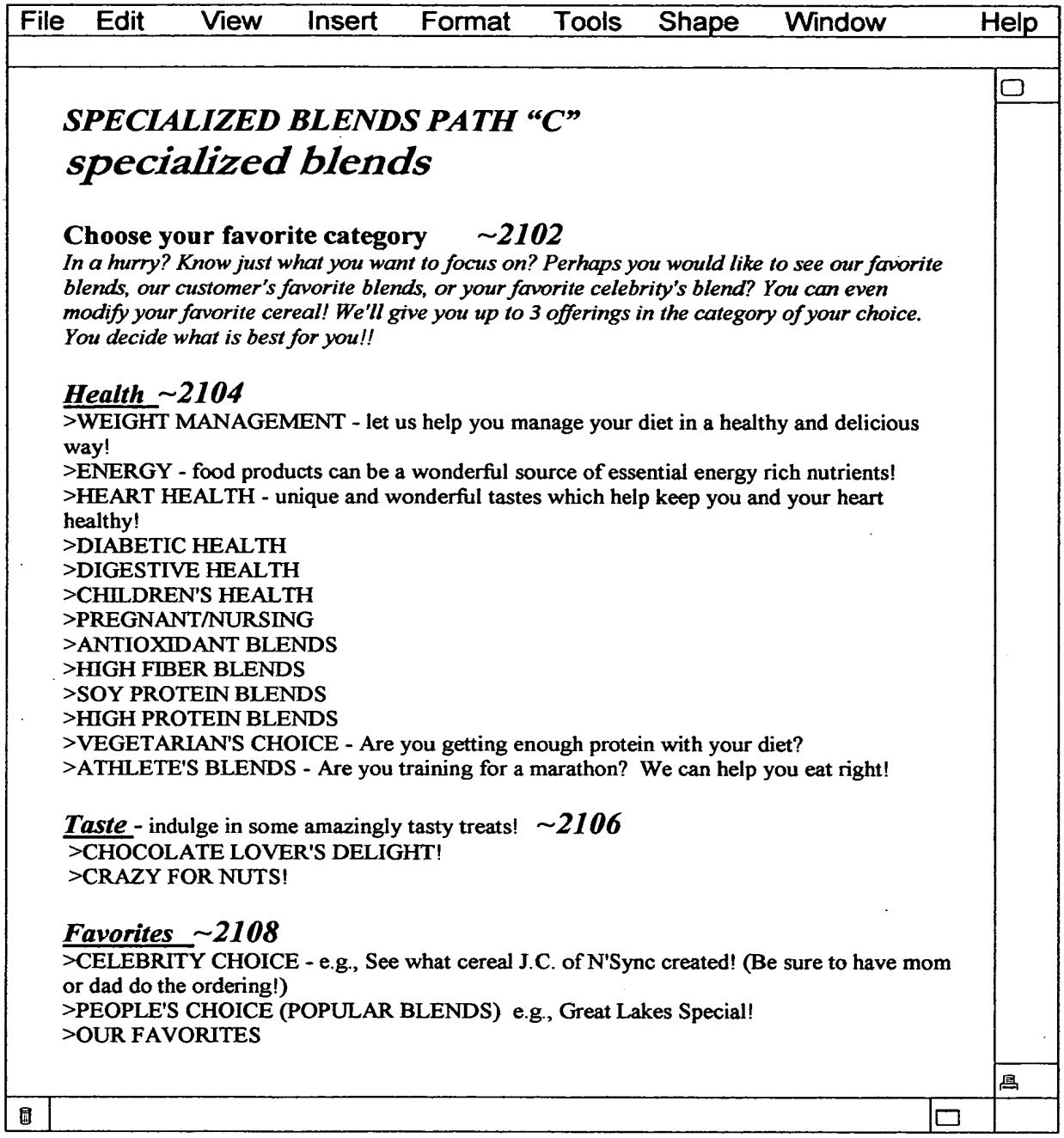
Cereals (Choose 1, 2, or 3) • Cheerios® • Corn Chex® • Rice Chex® • Wheat Chex® • Cinnamon Toast® • Cocoa Puffs® • Corn Flakes®	• Fiber 1® • Sugar Frosted Corn Flakes® • Granola® • Honey Nut Cheerios® • Honey Nut Chex® • Golden Grahams® • Kix®	• Lucky Charms® • Raisin Bran® • Crispy Rice® • Shredded Wheat® • Total® • Trix® • Wheaties®	Vitamins & Minerals (Choose 1) • Standard vitamins & minerals • Personalized blend* Other Nutrients (0, 1, or 2) • Fiber (bran) clusters • Soy protein clusters
Nuts (Choose 0, 1, or 2) • Almonds • Hazelnuts • Honey nut clusters • Macadamia nuts • Pecans • Peanuts • Raisin nuts • Walnuts	Fruits (Choose 0, 1, or 2) • Apple chunks • Apricots • Bananas • Blueberries • Sweet cranberries • Dates • Peaches • Raspberries • Raisins • Golden Raisins • Strawberries • Tropical (pineapple, papaya, and mango)	Sweet Stuff (Choose 0, 1, or 2) • Chocolate chunks (dark) • Chocolate chunks (milk) • Chocolate chunks (white) • Chocolate & peanut butter • Chocolate coated peanuts • Chocolate coated raisins • Coconut (shredded) • Malted milk balls • Marshmallow bits • Yogurt chips - vanilla • Yogurt chips - blueberry • Yogurt chips - strawberry	Current Price $1.00 Per Single-Serve Bowl ■ ***Clear*** ■ ***Click here to save this combination*** ■ ***Click here to create another combination***

1816

* first you must complete our health and nutrition survey

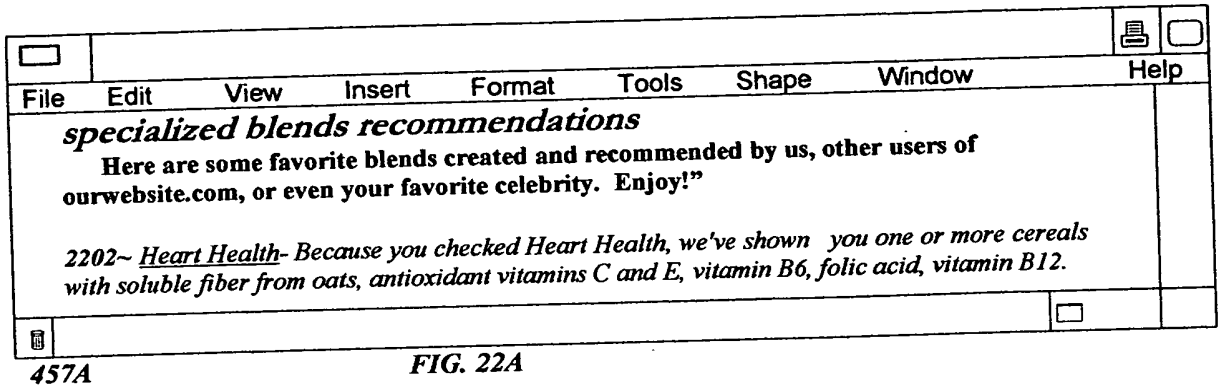
alternate modify option

FIG. 20

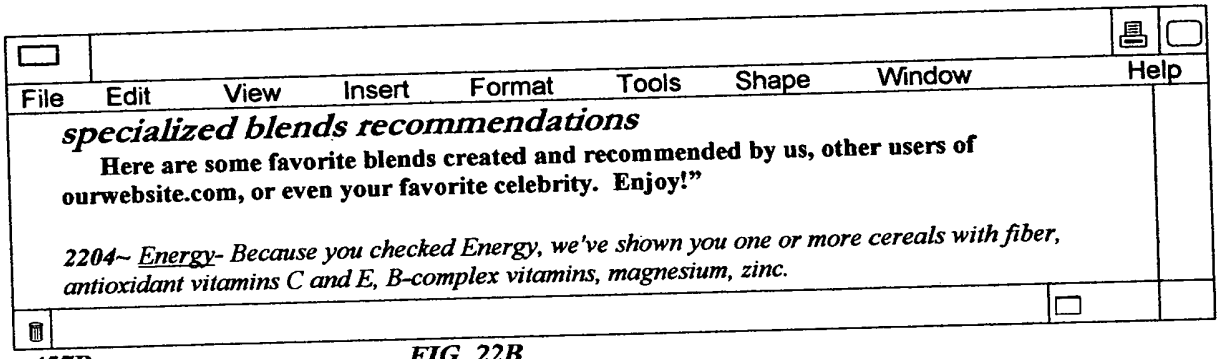

File Edit View Insert Format Tools Shape Window Help
SPECIALIZED BLENDS PATH "C"
specialized blends
Choose your favorite category ~2102
In a hurry? Know just what you want to focus on? Perhaps you would like to see our favorite blends, our customer's favorite blends, or your favorite celebrity's blend? You can even modify your favorite cereal! We'll give you up to 3 offerings in the category of your choice. You decide what is best for you!!
Health ~2104
>WEIGHT MANAGEMENT - let us help you manage your diet in a healthy and delicious way!
>ENERGY - food products can be a wonderful source of essential energy rich nutrients!
>HEART HEALTH - unique and wonderful tastes which help keep you and your heart healthy!
>DIABETIC HEALTH
>DIGESTIVE HEALTH
>CHILDREN'S HEALTH
>PREGNANT/NURSING
>ANTIOXIDANT BLENDS
>HIGH FIBER BLENDS
>SOY PROTEIN BLENDS
>HIGH PROTEIN BLENDS
>VEGETARIAN'S CHOICE - Are you getting enough protein with your diet?
>ATHLETE'S BLENDS - Are you training for a marathon? We can help you eat right!
Taste - indulge in some amazingly tasty treats! ~2106
>CHOCOLATE LOVER'S DELIGHT!
>CRAZY FOR NUTS!
Favorites ~2108
>CELEBRITY CHOICE - e.g., See what cereal J.C. of N'Sync created! (Be sure to have mom or dad do the ordering!)
>PEOPLE'S CHOICE (POPULAR BLENDS) e.g., Great Lakes Special!
>OUR FAVORITES

456

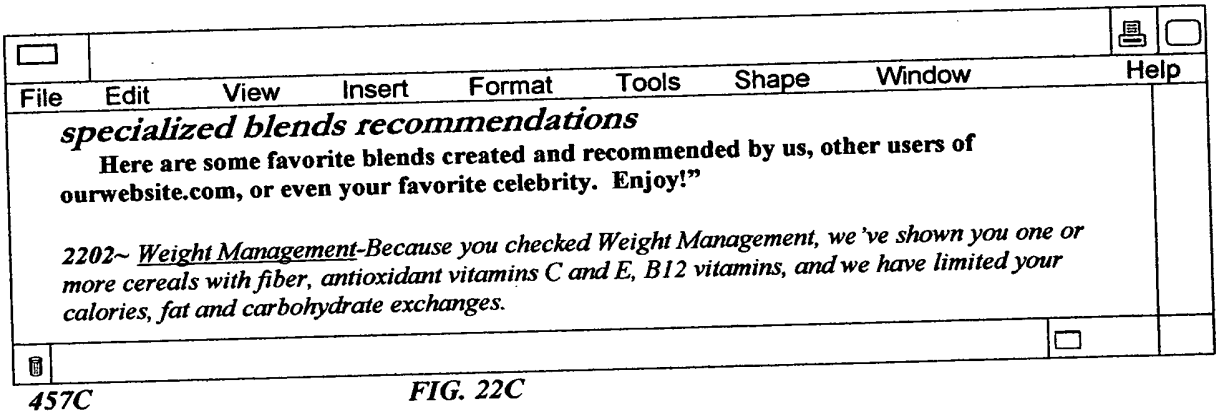
FIG. 21



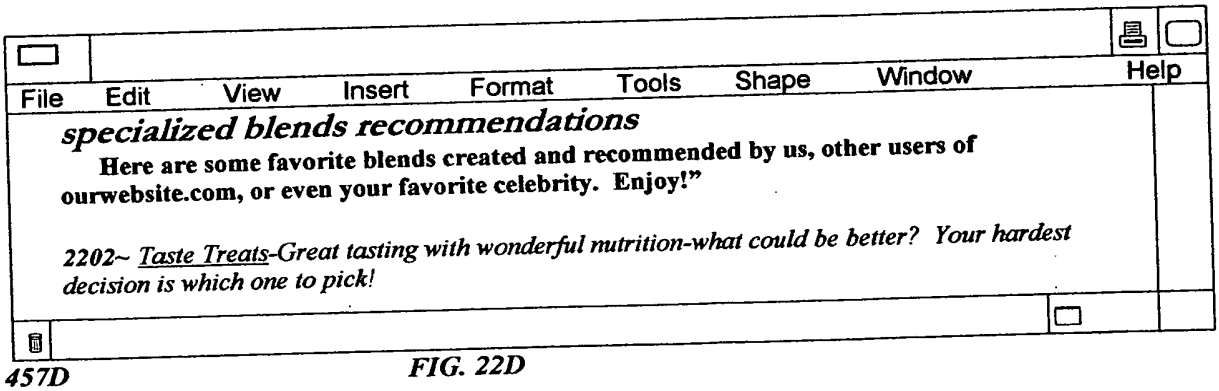
457A FIG. 22A



457B FIG. 22B



457C FIG. 22C



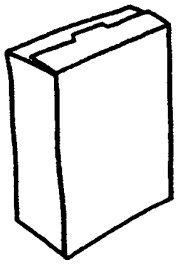
457D FIG. 22D

~2302

FIG. 23A

~2304

FIG. 23B



~2306

FIG. 23C